

Babeş-Bolyai University of Cluj-Napoca
Faculty of Economics and Business Administration
Marketing Department

PROGRAM

International Conference
MARKETING – FROM INFORMATION TO DECISION
4th Edition
28-29th October 2011

Cluj-Napoca, Romania

PROGRAM

Friday, October 28, 2011

**09:00 – 10:00 Registration - Faculty of Economics and
Business Administration - Ground Floor**

10:00 – 11:00 Plenary session - Room 118

11:00 – 11:30 Coffee break

11:30 – 13:00 Parallel sessions - Rooms 314 & 315

13:00 – 14:00 Lunch break – Panorama Caffè

14:00 – 16:00 Parallel sessions - Rooms 314 & 315

16:00 – 16:30 Coffee break

16:30 – 18:30 Parallel sessions - Rooms 314 & 315

19:00 Dinner – „Hanul Dacilor”, Iulius Mall

Saturday, October 29, 2011

09:00 – 11:00 Workshop - Room 314

SCIENTIFIC COMMITTEE

- Prof. Bernhard SWOBODA, Dr., Dr. H.C.
University of Trier, Germany
- Prof. Horst TODT, Dr., Dr. H.C.
University of Hamburg, Germany
- Prof. József BERÁCS, Dr.
Corvinus University of Budapest, Hungary
- Prof. Dirk MORSCHETT, Dr.
University of Fribourg, Switzerland
- Prof. Thomas FOSCHT, Dr.
University of Graz, Austria
- Prof. Nicolae Al. POP, PhD, Dr. H.C.
Academy of Economic Studies, Bucharest, Romania
- Prof. Valerică OLTEANU, PhD
Academy of Economic Studies, Bucharest, Romania
- Prof. Ștefan PRUTIANU, PhD
Al. I. Cuza University of Iași, Romania
- Prof. Gheorghe Alexandru CATANĂ. PhD
Technical University of Cluj-Napoca, Romania
- Prof. Ioan PLĂIAȘ, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania
- Prof. Marius D. POP, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania
- As. Prof. Marcel C. POP, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania

ORGANIZING COMMITTEE

- Prof. Ioan PLĂIAȘ, PhD
Babeș-Bolyai University, Cluj-Napoca, Romania
- As. Prof. Marcel C. POP, PhD
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Alexandra M. DRULE (ȚÎRCA), PhD
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Raluca CIORNEA, PhD Student
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Andreea I. MANIU, PhD Student
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Lăcrămioara RADOMIR, PhD Student
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Andrei M. SCRIDON, PhD Student
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Luiza M. SOUCA, PhD Student
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Monica M. ZAHARIE, PhD Student
Babeș-Bolyai University, Cluj-Napoca, Romania

PLENARY SESSION

Friday, October 28, 2011

10:00 – 11:00, Room 118
Chair: Prof. Ioan PLĂIAȘ, PhD

What next? Marketing during crisis

Assoc. Prof. Dr. Călin GURĂU
GCSM – Montpellier Business School, France

Friday, October 28, 2011

SESSION 1 (Room 314)

11:30 – 13:00

Chairs: Prof. Gheorghe Alexandru CATANĂ , PhD; Lect. Ovidiu Ioan MOISESCU, PhD

1. Influence of adoption factors and risks on e-commerce and online marketing

Ciprian ADAM

2. Consumption-based segmentation: An analysis of a telecom company's customers

Mihai Florin BĂCILĂ; Adrian RĂDULESCU; Ioan Liviu MĂRAR

3. Company social responsibility in Romanian and German students' vision

Gheorghe Alexandru CATANĂ; Doina CATANĂ

4. Study regarding the quality of teaching in higher education institutions

Alexandra Maria DRULE (ȚÎRCA); Raluca CIORNEA; Marius Dorel POP; Alexandru CHIȘ

5. Internet and e-commerce – tools for creating value in the e-marketplace

Mircea FUCIU; Lucian LUNCEAN; Luigi DUMITRESCU

14:00 – 16:00

Chairs: Prof. Gheorghe Alexandru CATANĂ, PhD; Lect. Mihai Florin BĂCILĂ, PhD

1. The analysis of the risks assumed by the entrepreneurs in tourism industry

Marinela GHEREȘ; Alexandra GOGOZAN; Iuliana POP

2. Removing biases: the physical elements affecting left – digit price cognition

Chien-Huang LIN; Jyh-Wen WANG

3. The rise of the internet – the new force of the consumer

Simona Silvana MĂRGINEAN

4. A prototype of on-line database for internet consumers of on-line stores in Romania

Loredana MOCEAN

5. An empirical and exploratory investigation of Romania's country brand image

Ovidiu Ioan MOISESCU

6. Marketing of public organizations. The case of Romanian public agency – an action research approach

Sorina Diana MONE; Nicoleta Dorina RACOLȚA-PAINA

7. Customer valuation model adaption based on the case of a large public service provider in Hungary

Ákos András NAGY; Péter FODOR; Krisztián SZÜCS

16:30 – 18:30

Chairs: Lect. Mihai Florin BĂCILĂ, PhD; Lect. Ovidiu Ioan MOISESCU, PhD

1. Should we segment the mobile phone market in case of the Romanian teenagers?

Mónika –Anetta ALT; Zsuzsa PÁL

2. Factors affecting e-procurement adoption

Corina POP SITAR

3. The behavior of health care services consumer

Ruxandra RADOVICIU

4. Future trends in alternative banking

Mihai-Florin TALPOȘ

5. How SR management can help marketing?

Tami ZILBERG

6. Qualitative research in order to determine a conceptual model of integrated marketing communication to increase the efficiency of communication within the bakery industry in Romania

Olimpia OANCEA

7. The effects of the economic crisis over consumers' behaviour. Empirical evidences from Romania

Amalia PANDELICĂ

Ionuț PANDELICĂ

SESSION 2 (Room 315)

11:30 – 13:00

Chairs: Lect. Cosmin Voicu NISTOR; PhD; Assoc. Prof.
Ciprian Marcel POP, PhD

1. Definitions and classifications of shopping centers

Ioana Abrudan

2. Measuring luxury value perception: additions to the model of Wiedmann et al. (2007)

Raluca CIORNEA, Marius Dorel POP, Mihai Florin BĂCILĂ,
Alexandra Maria DRULE (ȚÎRCA)

3. The impact of assortment on satisfaction, trust and loyalty in retailing

Dan Cristian DABIJA

4. Advergaming: marketing advantages and risks involved

Alina GHIRVU

5. Marketing and supply chain paradigms: convergence and integration

Călin GURĂU

14:00 – 16:00

Chairs: Prof. Ioan PLĂIAȘ, PhD; Assoc. Prof. Călin GURĂU, PhD

1. The evaluation of inflation forecast uncertainty for the improvement of marketing plan

Mihaela BRATU

2. Marketing communication: a conceptual approach

Gianina LALA

3. The relationship between market orientation, learning orientation and performance. An approach from the point of view of the company's learning capabilities

Aida Mihaela LUNTRARU

4. The “dark side” of shopping – Materialism as a driving force in deviant consumer behaviour

Andreea Ioana MANIU; Monica Maria ZAHARIE

5. La perception des roles maritaux dans les processus de decision dans le context mondial

Adriana MANOLICĂ; Teodora ROMAN

6. The Romanian high-educated youth market for internet banking: investigating the drivers of adoption

Voicu Cosmin NISTOR; Alan WILSON; Sorin Adrian TĂMAȘ; Lăcrămioara RADOMIR

7. Standardization - a solution to product counterfeiting in international markets

Nicolae Alexandru POP; Ciprian Marcel POP; Dan Cristian DABIJA

16:30 – 18:30

***Chairs:* Prof. Ioan PLĂIAȘ, PhD Assoc. Prof. Ciprian Marcel POP, PhD;**

1. Cause related marketing – a tool used for maintaining or improving consumer's brand loyalty

Ioan PLĂIAȘ; Ramona CUCEA; Silvia Ștefania MIHALACHE

2. Positive marketing – a new meaning of solution

Yoram GALLI

3. Becoming a solution – focused marketing team

Yoram GALLI; Itshak SHAULL

4. Electronic negotiation – advantage/disadvantage

Itshak SHAULL

5. A brief literature review on perceived value

Mircea Andrei SCRIDON

6. SERVQUAL – Thirty years of research on service quality with implications for customer satisfaction

Maria Luiza SOUCA

7. Implementing Customer focused Service Concept in Auto Workshops in Israel

Avi BALAS; Fadil TAREEF

Saturday, October 29, 2011

WORKSHOP – “Understanding and insights of the point of balance between affective and cultural-organizational factors that are involved in negotiation processes”

Itshak SHAULL, PhD Student