



UBBFSEGA

Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestiunea Afacerilor



Marketing Department

PROGRAM

International Conference
MARKETING – FROM INFORMATION TO DECISION
7th Edition
7-8th November 2014

Cluj-Napoca, Romania
2014



UBBFSEGA
Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestiunea Afacerilor



PROGRAM

Friday, November 7, 2014

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

10:00 – 11:30 Plenary session – Room 026

11:30 – 12:00 Coffee break

12:00 – 14:00 Parallel sessions – Rooms 314, 315

14:00 – 15:00 Lunch break – Panorama Caffee

15:00 – 16:30 Parallel sessions – Rooms 314, 315

16:30 – 16:45 Coffee break

16:45 – 18:15 Parallel sessions – Rooms 314, 315

18:30 – Dinner – “Hanul Dacilor” Restaurant



SCIENTIFIC COMMITTEE

- Prof. Bernhard SWOBODA, PhD, Dr. H.C.
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- Assoc. Prof. Ovidiu I. MOISESCU, PhD
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- Teach. Assist. Raluca CIORNEA, PhD
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PLENARY SESSION

Friday, November 7, 2014

10:00 – 11:30, Room 026

Chair: Prof. Ioan PLĂIAȘ, PhD

The timing of new-product announcements in the cinematic film industry - relating pre-launch consumer behaviour to the financial success of movies

Senior Lecturer WYBE T. POPMA, PhD

Brighton Business School, UK

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International Conference on Marketing

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Friday, November 7, 2014

SESSION 1 (Room 314)

12:00 – 14:00

Chairs: Assoc. Prof. Ovidiu I. MOISESCU, PhD
Prof. Marcel C. POP, PhD

1. SHOPPING CENTERS' CUSTOMER BEHAVIOR IN ROMANIA

Ioana-Nicoleta Abrudan

2. MESSAGE STRATEGIES IN EFFECTIVE ADVERTISEMENTS

Monika Anetta Alt
Zsuzsa Săplăcan
Enikő Veres

3. THE DEMAND FOR ROMANIAN ORGANIC AGRICULTURAL AND FOOD PRODUCTS ON EUROPEAN MARKETS

Marinela Ghereș
Cristina-Lucia Șomlea

4. ASSESSING PERCEIVED CORPORATE SOCIAL RESPONSIBILITY: A LITERATURE REVIEW

Ovidiu-Ioan Moisescu



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15:00 – 16:30

5. THE SALES FORCE OF MULTI-LEVEL MARKETING COMPANIES IN THE CONTEXT OF THE MARKETING COMMUNICATIONS MIX. CASE STUDY: AVON COSMETICS ROMANIA

Nicoleta-Dorina Racolța-Paina
Alexandra Luncașu

6. MARKETING RESEARCH CONCERNING CONSUMER SATISFACTION ABOUT “SC AVON COSMETICS” ROMANIA COMMUNICATION WAY

Mirela Pop

7. HOW MODERATING EFFECTS PREDICT RECYCLING BEHAVIOUR? AN EXAMINATION OF SITUATIONAL FACTORS AND SATISFACTION WITH THE LOCAL COUNCIL

Ciprian-Marcel Pop
Andreea-Ioana Romoñti-Maniu
Monica-Maria Zaharie

16:45 – 18:15

8. CORPORATE REPUTATION, IMAGE AND IDENTITY: CONCEPTUAL APPROACHES

Lăcrămioara Radomir
Ioan Plăiaș
Voicu-Cosmin Nistor

9. THE USE OF AESTHETICS THROUGH VISUAL STYLE AS A MARKETING TOOL – A LITERATURE REVIEW

Corina-Paula Târța

10. ASSESSMENT OF COMMERCIAL WEBSITES' CREDIBILITY – AN INSTRUMENTAL RESEARCH

Oana Țugulea



Friday, November 7, 2014

SESSION 2 (Room 315)

12:00 – 14:00

Chairs: Assoc. Prof. Mihai-Florin BĂCILĂ, PhD
Assoc. Prof. Dan-Cristian DABIJA, PhD

1. TELECOM MARKET SEGMENTATION USING THE K-MEAN ALGORITHM AND THE RECENCY, FREQUENCY AND MONETARY VALUE

Mihai-Florin Băcilă
Adrian Rădulescu

2. GAINING INSIGHTS INTO FACTORS AFFECTING CUSTOMER LOYALTY IN DIRECT SELLING

Claudia Bobâlcă

3. THEATRES AS NONPROFIT ORGANISATIONS – AN IMPORTANT FRAMEWORK FOR CULTURAL MARKETERS

Claudia-Maria Cacovean
Doriana-Dumitrelea Morar

4. ANTECEDENTS OF THE LOYALTY OF RELIGIOUS SERVICE CONSUMERS

Florin-Constantin Dobocan



15:00 – 16:30

5. THE IMPORTANCE OF INFRASTRUCTURE AND TOURISM FACILITIES IN CASE OF RELIGIOUS SITES. EVIDENCE FROM ROMANIA

Alexandra-Maria Drule

6. THE GAP MODEL APPLIED TO DENTAL HEALTHCARE SERVICES

Iuliana-Petronela Gârdan (Geangu)

Daniel-Adrian Gârdan

7. INDIVIDUAL ANTECEDENTS OF EMPLOYEE'S CUSTOMER ORIENTATION IN PUBLIC SERVICES

Andrada Iacob

16:45 – 18:15

8. AN EMPIRICAL INVESTIGATION UPON THE VALUES APPRECIATED BY CONSUMERS REGARDING THE AUTOMOTIVE INDUSTRY

Doriana-Dumitrelea Morar

Claudia-Maria Cacovean

9. THE EMERGENCE AND DEVELOPMENT OF THE TECHNOLOGY ACCEPTANCE MODEL (TAM)

Gianina Lala (Fădor)

10. DONATING BEHAVIOUR IN THE NON-PROFIT MARKETING CONTEXT: AN EMPIRICAL STUDY BASED ON THE IDENTITY THEORY MODEL

Marcela-Sefora Sana