

International Conference

Marketing

from information

to decision

11<sup>th</sup> Edition

Cluj-Napoca, Romania  
26-27 October 2018





UNIVERSITATEA BABEȘ-BOLYAI  
TRADIȚIE ȘI EXCELENȚĂ

UBBFSEGA

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



**MAR**  **UBB**  
MARKETING FOR ADDING VALUE



**Marketing**  
From information to decision  
**Journal**

# PROGRAM

**International Conference**

**MARKETING – FROM INFORMATION TO DECISION**

**11th Edition**

**26-27 October 2018**

**Cluj-Napoca, Romania**



The purpose of the conference is to encourage knowledge exchange concerning marketing or marketing related fields of research, to bring together specialists from higher education institutions and business fields, and to provide a stimulating environment for knowledge enhancement and sharing experience.

### Partners:





## PROGRAM

### Friday, 26 October 2018

08:00 – 16:00 Registration  
09:00 – 10:30 Plenary session  
10:30 – 11:00 Coffee break  
11:00 – 13:00 Session 1  
13:00 – 14:00 Lunch break  
14:00 – 16:00 Session 2  
16:00 – 16:30 Coffee break  
16:30 – 18:30 Session 3  
19:00 – Dinner

### Saturday, 27 October 2018

10:00 – 12:00 Round table  
12:00 – 16:00 Guided tour



## Scientific Committee

- Dr. József BERÁCS (Corvinus University, Budapest, Hungary)
- Dr. Yuriy BILAN (University of Szczecin, Poland)
- Dr. Alisara Rungnontarat CHARINSARN (Thammasat University, Bangkok, Thailand)
- Dr. Juraj CHEBEN (Metropolitan University, Prague, Czech Republic)
- Dr. Gerard CLIQUET (Rennes University, France)
- Dr. Vasile DINU (Bucharest University of Economic Studies, Romania)
- Dr. Thomas FOSCHT (Karl-Franzens University, Graz, Austria)
- Dr. Kyoko FUKUKAWA (University of Bradford, UK)
- Dr. Călin GURĂU (Montpellier Business School, France)
- Dr. Dana-Nicoleta LASCU (University of Richmond, USA)
- Dr. Felix MARINGE (University of the Witwatersrand, Johannesburg, South Africa)
- Dr. Dirk MORSCHETT (University of Fribourg, Switzerland)
- Dr. Corina Monica PELĂU (Bucharest University of Economic Studies, Romania)
- Dr. Ioan PLĂIAȘ (Babeș-Bolyai University, Cluj-Napoca, Romania)
- Dr. Dr. H.C. Nicolae Al. POP (Bucharest University of Economic Studies, Romania)
- Dr. Ciprian-Marcel POP (Babeș-Bolyai University, Cluj-Napoca, Romania)
- Dr. Ștefan PRUTIANU (Alexandru Ioan Cuza University, Iași, Romania)
- Dr. Vatroslav SKARE (University of Zagreb, Croatia)
- Dr. Prof. H.C. Bernhard SWOBODA (University of Trier, Germany)
- Dr. Dr. H.C. Horst TODT (University of Hamburg, Germany)
- Dr. Sebastian VĂDUVA (Emanuel University of Oradea, Romania; University of Akron, USA)
- Dr. Brian A. VANDER SCHEE (Aurora University, USA)
- Dr. Satyendra SINGH (University of Winnipeg, Canada)
- Dr. Bradley WILSON (Universidad de Los Andes, Colombia; RMIT University, Australia; Bayreuth University, Germany; Maximilian University of Munich, Germany)
- Dr. Alan WILSON (University of Strathclyde Business School, Glasgow, UK)
- Dr. Anca C. YALLOP (University of Winchester, UK)



## Organising Committee

**Dr. Ioana Nicoleta ABRUDAN (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Raluca BĂBUȚ (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Mihai Florin BĂCILĂ (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Alexandru CHIȘ (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Raluca CIORNEA (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Radu COCEAN (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Dan-Cristian DABIJA (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Alexandra Maria DRULE (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Marinela GHEREȘ (Babeș-Bolyai University, Cluj-Napoca, Romania)**

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**Dr. Cosmin Voicu NISTOR (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Ioan PLĂIAȘ (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Ciprian-Marcel POP (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Lăcrămioara RADOMIR (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Andreea Ioana ROMONȚI-MANIU (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Mircea Andrei SCRIDON (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Maria Luiza SOUCA (Babeș-Bolyai University, Cluj-Napoca, Romania)**

**Dr. Monica Maria ZAHARIE (Babeș-Bolyai University, Cluj-Napoca, Romania)**



Conference venue





Friday, 26 October 2018

Plenary session

9:00 – 10:30 (Room 118)

**Publishing in Top-tier Journals.  
The (Bumpy) Road to (Possible) Success**



*Keynote speaker:*

**Marko SARSTEDT**

Otto-von-Guericke-University Magdeburg

**Marketing at a Crossroads:  
Balancing Customer and Shareholder Value**



*Keynote speaker:*

**Călin GURĂU**

Montpellier Business School

Friday, 26 October 2018

Session 1

11:00 – 13:00 (Room 118)

Chairs: Dan-Cristian DABIJA; Alexandra Maria DRULE

Colors of Emotion and Trust in E-commerce: European and Asian consumers



Peter  
BROEDER

Tilburg  
University



Hessel  
SNIJDER

Tilburg  
University



Nienke  
WILDEMAN

Tilburg  
University

Ambient Scent's Effects in Sensory Service Marketing



Anna  
GIRARD

Ludwig-  
Maximilians-  
University  
Munich



Marko  
SARSTEDT

Otto-von-  
Guericke-  
University  
Magdeburg



Marcel  
LICHTERS

Otto-von-  
Guericke-  
University  
Magdeburg

The Sharing Economy: Stakeholders, Interests, Benefits and Challenges



Călin  
GURĂU

Montpellier  
Business School

### Factors Affecting Work Motivation and Organizational Commitment for Healthcare Employees



Daniel A.  
GÂRDAN

Spiru  
Haret  
University,  
Bucharest



Iuliana P.  
GÂRDAN

Spiru  
Haret  
University,  
Bucharest



Ionel  
DUMITRU

Bucharest  
Academy of  
Economic  
Studies

### The Informational Support in Educational Marketing Decision-Making Process in the Republic of Moldova



Lucia  
CASAP

Academy of  
Economic Studies  
of Moldova

### Strategizing Family Business with Chandlerian Perspective on 3Ms: A Case Study of London Biscuit Berhad in Malaysia



John Lee Kean  
YEW

International  
University of  
Malaya-Wales

### Determinants of the User Experience in FinTech



Cătălin M.  
BARBU

University of  
Craiova



Sorina  
GÎRBOVEANU

University of  
Craiova

Friday, 26 October 2018

Session 2

14:00 – 16:00 (Room 118)

Chairs: Peter BROEDER; John Lee Kean YEW

Internationalization of Japanese Business Groups – a Literature Review



Zsuzsanna  
JÁRFÁS

CoreLogic &  
Babeș-Bolyai University,  
Cluj-Napoca

Impact of Retailers Attributes and Sustainability on Fostering Fast Fashion Store Image: An Analysis Among Consumer Generations



Brîndușa  
BEJAN

Babeș-Bolyai  
University,  
Cluj-Napoca



Raluca  
BĂBUȚ

Babeș-Bolyai  
University,  
Cluj-Napoca



Dan-Cristian  
DABIJA

Babeș-Bolyai  
University,  
Cluj-Napoca

Online Marketing Communication - An Efficient Way of Attracting Young People to the 21st Century's Museums



Oana  
ENĂȘEL

Babeș-Bolyai  
University,  
Cluj-Napoca

### Self-Esteem Measurement – Stage Before the Study of the Influence on Buying Behaviour



Brîndușa  
BEJAN

Babeș-Bolyai  
University,  
Cluj-Napoca



Ioan  
PLĂIAȘ

Babeș-Bolyai  
University,  
Cluj-Napoca

### Optimizing the Design of Public-Private Partnerships in Romania. Case study: Comarnic-Brașov Highway



Frigyes K.  
SZŰCS

Babeș-Bolyai  
University,  
Cluj-Napoca

### Stakeholder Analysis in the Automotive Aftermarket Industry



Claudiu  
PUȘCAȘ

Babeș-Bolyai  
University,  
Cluj-Napoca

### Ethical Behavior in Healthcare Organizations



Crina S.  
PORUȚIU

Babeș-Bolyai  
University,  
Cluj-Napoca



Ciprian-Marcel  
POP

Babeș-Bolyai  
University,  
Cluj-Napoca



Andra R.  
PORUȚIU

U.S.A.M.V.  
Cluj-Napoca

Friday, 26 October 2018

Session 3

16:30 – 18:30 (Room 118)

**Chairs:** Ciprian-Marcel POP; Lucia CASAP

**Beyond Formal Marketing and Business Communication Education: Project-Based Learning at Transilvania University of Brașov and Meisei University Tokyo**



Florin  
NECHITA

Transilvania  
University of  
Brașov



Hiromasa  
TANAKA

Meisei  
University  
Tokyo

**The Marketing Effects of Introducing VR Stimuli to Enhance the Visiting Experience of History Museums**



Cătălina I.  
REZEANU

Transilvania  
University of  
Brașov



Florin  
NECHITA

Transilvania  
University  
of Brașov



Bogdan  
DEAKY

Transilvania  
University  
of Brașov

**Retail-tainment in Shopping Centers. What's all about? Literature Review**



Cosmin B.  
MICU

Babeș-Bolyai  
University,  
Cluj-Napoca

**The Influence of Quality Determinants on Hotel Guests Satisfaction:  
A Study on the Romanian Market**



**Anuța  
BUIGA**

Babeș-Bolyai  
University,  
Cluj-Napoca



**Maria Luiza  
SOUCA**

Babeș-Bolyai  
University,  
Cluj-Napoca

**An Analysis of Marketing Information on European Capital Cities Websites**



**Andreea  
MĂRGINEAN**

Babeș-Bolyai  
University,  
Cluj-Napoca



**Alexandra M.  
DRULE**

Babeș-Bolyai  
University,  
Cluj-Napoca



**Raluca  
CIORNEA**

Babeș-Bolyai  
University,  
Cluj-Napoca

**Promoting Knowledge Through Social Media in Romania**



**Enikő E.  
BODEA**

Babeș-Bolyai  
University,  
Cluj-Napoca

**Developing a Risk Management Model in Travel Agencies Activity:  
An Empirical Analysis**



**Maria  
OROIAN**

Dimitrie Cantemir  
University, Târgu  
Mureș



**Marinela  
GHEREȘ**

Babeș-Bolyai  
University,  
Cluj-Napoca

**Antecedents of Festival Loyalty: First-Time versus Repeat Attendees  
in the Case of the Two Largest Music Festivals in Romania**



**Ovidiu I.  
MOISESCU**

Babeș-Bolyai  
University,  
Cluj-Napoca





**Saturday, 27 October 2018**

**Publication Opportunities – Round Table**

10:00 – 12:00

**Topics\*:**

Increasing visibility  
Transdisciplinary cooperation  
Research teamwork

\*The topics are neither exhaustive, nor imposed or rigid, as any related topics will be welcomed

**Guided tour of Cluj-Napoca and surroundings**

12:00 – 16:00







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