



UBBFSEGA

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



Marketing Department

PROGRAM

International Conference
MARKETING – FROM INFORMATION TO DECISION
6th Edition
8-9th November 2013

Cluj-Napoca, Romania
2013



PROGRAM

Friday, November 8, 2013

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 Caffè

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

16:30 – 16:45 Coffee break

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

19:00 Dinner – Clubul Colegiului Academic – Casa Universitarilor

Saturday, November 9, 2013

09:00 – 10:00 Scientific Seminar – Room 314

10:00 – 10:30 Coffee break

10:30 – 13:00 Workshop – Room 314

SCIENTIFIC COMMITTEE

- Prof. Bernhard SWOBODA, PhD, Dr. H.C.
University of Trier, Germany
- Prof. Horst TODT, PhD, Dr. H.C.
University of Hamburg, Germany
- Prof. József BERÁCS, PhD
Corvinus University of Budapest, Hungary
- Prof. Dirk MORSCHETT, PhD
University of Fribourg, Switzerland
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Academy of Economic Studies, Bucharest, Romania
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Technical University of Cluj-Napoca, Romania
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Babeș-Bolyai University of Cluj-Napoca, Romania
- Assoc. Prof. Marcel C. POP, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania
- Assoc. Ovidiu I. MOISESCU, PhD
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- Assoc. Prof. Mihai F. BĂCILĂ, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania
- Assoc. Prof. Cristian D. DABIJA, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania
- Lect. Raluca BĂBUȚ, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania

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Babeș-Bolyai University, Cluj-Napoca, Romania
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PLENARY SESSION

Friday, November 8, 2013

10:00 – 11:30, Room 026

Chairs: Prof. Ioan PLĂIAŞ, PhD
Lect. Radu COCEAN, PhD
Andrei ȚIGĂNAŞ, PhD

Territorial Marketing and Strategic Planning – The Case of the Cluj-Napoca Development Strategy

Andrei ȚIGĂNAŞ, PhD

Marketing Analyst at Vitrina Advertising Cluj

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Friday, November 8, 2013

SESSION 1 (Room 314)

12:00 – 14:00

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

1. USE OF TENANT MIX STRATEGIES TO ATTRACT SHOPPING CENTERS' CUSTOMERS. EVIDENCE FROM ROMANIA

Ioana N. Abrudan
Ioan Plăiaș

2. NEW EMPIRICAL INSIGHTS INTO ADVERTISING CREATIVITY – TRADITIONAL/NON-TRADITIONAL MEDIA CONTEXT

Alina M. Jurca
Andreea I. Romoñi-Maniu
Monica M. Zaharie

3. CAUSES AFFECTING VOLUNTARY TURNOVER IN IT SECTOR. REVIEW OF SOME EMPIRICAL STUDIES

Limor Ladelsky
Alexandru Gh. Catană

4. HUNGARIAN BIOTECHNOLOGICAL COMPANY CLUSTERS IN TERMS OF INNOVATION CO-OPERATIONS

Beatrix Lanyi



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15:00 – 16:30

5. AN EMPIRICAL INVESTIGATION REGARDING THE RELATIONSHIP BETWEEN DEMOGRAPHICS AND TRAVEL PREFERENCES

Ovidiu I. Moisescu

6. CUSTOMER SATISFACTION IN THE COMMUNICATION OPERATORS MARKET IN ISRAEL

Benzion I. Ofir

7. RELATIONSHIP BETWEEN CSR AND ENERGY AND ALTERNATIVE ENERGY CONSUMPTION IN HUNGARIAN ENERGY INDUSTRY

Petra E. Putzer

Valéria Pavluska

Mária Töröcsik

16:45 – 18:15

8. AN APPLICATION OF TECHNOLOGY ACCEPTANCE MODEL TO INTERNET BANKING SERVICES

Lăcrămioara Radomir

Voicu C. Nistor

9. CONCEPTUALIZING EMOTIONAL VALUE

Andrei M. Scridon

10. OPEN INNOVATION AND ONLINE INTERMEDIARIES: A REVIEW OF THEORY AND ITS IMPLICATIONS FOR TOURISM

Tindara Abbate

Luiza M. Souza



Friday, November 8, 2013

SESSION 2 (Room 315)

12:00 – 14:00

Chairs: Assoc. Prof. Mihai F. BĂCILĂ, PhD
Prof. Ioan PLĂIAȘ, PhD

1. CUSTOMER SEGMENTATION BASED ON THE VALUE OF CONSUMPTION PATTERNS IN TELECOMMUNICATIONS

Mihai F. Bacilă
Adrian Rădulescu
Liviu I. Mărar

2. DRIVERS OF CONSUMER'S SATISFACTION WITH LUXURY FASHION PRODUCTS AND OVERALL SATISFACTION'S IMPACT ON REPURCHASE INTENTION

Raluca Ciornea

3. SATISFACTION WITH GOODS AND SERVICES: DEFINITIONS AND DETERMINANTS. A CRITICAL REVIEW OF THE LITERATURE

Mădălina A. Coțiu

4. ASPECTS REGARDING CORPORATE SOCIAL RESPONSIBILITY DEFINITION AND DIMENSIONS

Silvia Ș. Mihalache (căș. Maican)



15:00 – 16:30

5. A NEW APPROACH OF RELIGIOUS MARKETING: THE THEORY OF PLANNED BEHAVIOR

Florin C. Dobocan

6. THE CONCEPT OF SHOPPING CENTRE ATTRACTIVENESS – LITERATURE REVIEW –

Cosmin B. Micu

7. AN OVERVIEW OF THE CONSUMER VALUE LITERATURE – PERCEIVED VALUE, DESIRED VALUE

Doriana D. Morar

16:45 – 18:15

8. TIMING IN A WEB BASED SURVEY: AN INFLUENTIAL FACTOR OF THE RESPONSE RATE

Daniel C. Paraschiv

9. PROMOTION OF ROMANIA'S IMAGE AND IDENTITY: TRADITIONAL AND MODERN PROMOTION TECHNIQUES AND METHODS

Ioan Plăiaș

Denisa A. Cotîrlea

10. TOURIST SATISFACTION IN RURAL AREAS – A COMPARATIVE STUDY ON RURAL AREAS FROM ROMANIA AND HUNGARY

Iuliana Pop

Marinela Ghereș

Saturday, November 9, 2013

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Cluj-Napoca, Romania

08-09th November 2013

09:00 – 10:00 Scientific Seminar – Room 314

***“Premises of the Economic Development of
Cluj-Napoca for 2014-2021”***

Assoc. Prof. Ovidiu Ioan MOISESCU, PhD
Babeş-Bolyai University, Cluj-Napoca, Romania
ovidiu.moiescu@econ.ubbcluj.ro

Discussants:

Assoc. Prof. Marcel C. POP, PhD
Lect. Radu COCEAN, PhD

10:00 – 10:30 Coffee break

10:30 – 13:00 Workshop – Room 314

Chair: Prof. Ioan PLĂIAŞ, PhD

***Knowledge transfer and competence development strategies for
“Marketing” and “Commerce, Tourism and Services Business
Administration” Specialisations***

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