



UNIVERSITATEA
BABEȘ-BOLYAI

UBBFSEGA

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



PROGRAM

9th Edition

Cluj-Napoca, Romania

21-22 October 2016

International Conference on Marketing

Marketing
From information
to decision



UBBFSEGA

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



Marketing Department



PROGRAM

International Conference

MARKETING – FROM INFORMATION TO DECISION

9th Edition

21-22 October 2016

**Cluj-Napoca, Romania
2016**



UBBFSEGA

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



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.

Sponsored by:





PROGRAM

Thursday, October 20, 2016

10:00 – 13:00 Preconference Workshop

Friday, October 21, 2016

09:00 – 10:00 Registration
10:00 – 11:30 Plenary session
11:30 – 12:00 Coffee break
12:00 – 14:00 Session 1
14:00 – 15:30 Lunch break
15:30 – 17:30 Session 2
18:30 – Dinner

Saturday, October 22, 2016

10:00 – 17:30 Guided tour



Scientific Committee

- Dr. József BERÁCS** (Corvinus University, Budapest, Hungary)
- Dr. Yuriy BILAN** (University of Szczecin, Poland)
- Dr. Gheorghe Al. CATANĂ** (Technical University, Cluj-Napoca, Romania)
- 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 PLĂIAŞ** (Babeş-Bolyai University, Cluj-Napoca, Romania)
- Dr. Dr. H.C. Nicolae Al. POP** (Bucharest University of Economic Studies, Romania)
- Dr. Ciprian-Marcel POP** (Babeş-Bolyai University, Cluj-Napoca, Romania)
- Dr. Ştefan PRUTIANU** (Alexandru Ioan Cuza University, Iaşi, 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)



UBBFSEGA
Universitatea Babeş-Bolyai | Facultatea de Ştiinţe Economice şi Gestiunea Afacerilor



Organising Committee

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

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

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

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

Dr. Marinela GHEREŞ (Babeş-Bolyai University, Cluj-Napoca, Romania)

Dr. Ovidiu-Ioan MOISESCU (Babeş-Bolyai University, Cluj-Napoca, Romania)

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

Dr. Andreea-Ioana ROMONŢI-MANIU (Babeş-Bolyai University, Cluj-Napoca, Romania)

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

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

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



UBBFSEGA

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



Thursday, 20 Oct 2016

Preconference workshop

10:00 – 13:00 (Room 118)

The 13th Labour of Hercules: Academic Publishing



Hosted by:

Dr. Călin GURĂU

Montpellier Business School,
France

The workshop attempts to unveil and explain the contemporary challenges of academic publishing. Using a dynamic interaction between the presenter and participants, we aim to answer the following questions: Why do we need to publish? How can we approach this task? How to develop and apply a successful publication strategy? The participants are also encouraged to bring forward their own experience and projects that will be analysed and discussed as real examples of how to approach academic publishing.



UBBFSEGA

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



Friday, 21 Oct 2016

Plenary session

10:00 – 11:30 (Room 118)

The Role of Market Orientation and Outsourcing in Developing Market-Oriented Products and Services



Keynote speaker:

Dr. Satyendra SINGH

Professor of Marketing and International Business
Faculty of Business and Economics,
University of Winnipeg,
Canada

Marketing in the Sharing Economy: Myths and Realities



Keynote speaker:

Dr. Călin GURĂU

Professor of Marketing
Montpellier Business School,
France



UBBFSEGA

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



Friday, 21 Oct 2016

Session 1

12:00 – 14:00 (Room 118)

Chairs: Erik VAN 'T KLOOSTER; Ciprian-Marcel POP

The Influence of Personality Traits of Start-Up Entrepreneurs on the Innovative Market Presence in the Medical Biotechnology and Health Care Industry



Beatrix LÁNYI

University of Pécs,
Faculty of Business and Economics,
Institute of Marketing and Tourism,
Hungary

Using Mirrors and Social Norms to Improve Fruit and Vegetable Purchases in Grocery Stores



Mihai NICULESCU

New Mexico State
University, College of
Business, USA



Collin R. PAYNE

New Mexico State
University, College of
Business, USA



David JUST

Cornell University, The
Charles H. Dyson School
of Applied Economics and
Management, USA

An Empirical Investigation of Franchisees' Multi-unit Ownership Strategy



Dildar HUSSAIN

Rennes School of
Business,
France



**Haroldo Monteiro
DA SILVA FILHO**

Rennes School of
Business,
France

Information Search Behavior Based on Social Media. A Generational Perspective in Romania



Dan-Cristian DABIJA

Babeș-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



Raluca BĂBUȚ

Babeș-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



Mădălina-Ioana LUGOJAN

Babeș-Bolyai University,
Faculty of Economics and
Business Administration,
Romania

Perceived Value among Cluj-Napoca Automobile Owners



Monica-Ioana RUS

Babeș-Bolyai University,
Faculty of Economics and Business
Administration,
Romania



Friday, 21 Oct 2016

Session 2

15:30 – 17:30 (Room 118)

Chairs: Călin GURĂU; Dan-Cristian DABIJA

Understanding Investor Retirement Planning: Infusing a Consumer Behavior Perspective in Financial Literacy Theory



Erik VAN 'T KLOOSTER

Erasmus University,
Rotterdam School of Management,
The Netherlands

Cultural Face of E-commerce: Armenian and Dutch Online Consumers



Tatevik PIRUMYAN

Tilburg University,
Department of
Communication and
Information Sciences,
The Netherlands



Peter BROEDER

Tilburg University,
Department of
Communication and
Information Sciences,
The Netherlands



UBBFSEGA

Universitatea Babeş-Bolyai | Facultatea de Ştiinţe Economice şi Gestiunea Afacerilor



Affordable Luxury. The Newest Trend in the Fashion Industry? Case Study: Pandora Jewelry



Anca BUCUȚĂ

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



**Cristina-Maria
BĂLGĂRĂDEAN**

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania

Can Bad Publicity Be Good Publicity? An Investigation Regarding Negative Publicity, Brand Choice and Brand Attitude



Ovidiu-Ioan MOISESCU

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



Florin TĂNASĂ

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



Saturday, 22 Oct 2016

Guided tour of Cluj-Napoca and its surroundings

10:00 – 17:30



International Conference on Marketing

Marketing

From information
to decision

