

**BABEŞ-BOLYAI UNIVERSITY OF CLUJ NAPOCA**  
**Faculty of Economics and Business Administration**  
**Department of Marketing**

# **PROGRAM**

**International Conference**

**MARKETING – FROM INFORMATION TO DECISION**  
**2008**

**30-31 October 2008**  
**Cluj Napoca, Romania**

# Program

## ***Thursday, October 30, 2008***

9:00 – 10:00

Registration

10.00 - 10.30

Coffee break

10.30 – 12.00

Plenary session

12:00 - 14:00

Parallel sessions

14:00 - 15.30

Lunch break

15.30 - 19.00

Parallel sessions

19.00

Dinner

## ***Friday, October 31, 2008***

9.00 - 16.00

Sightseeing trip and round table on "Informational Systems in Higher Education Institutions"

16.00 – 17.00

Farewell meeting

## **SCIENTIFIC COMMITTEE**

**Constantin NEGRUȚ**

The West University of Timișoara, Romania

**Rajesh K. PILLANIA**

Strategy and International Management Group,  
Management Development Institute, Sukhrali, Gurgaon, India

**Ioan PLĂIAȘ**

Babeș-Bolyai University, Cluj-Napoca, Romania

**Marius D. POP**

Babeș-Bolyai University, Cluj-Napoca, Romania

**Nicolae Al. POP**

Academy of Economic Studies, Bucharest, Romania

**Ștefan PRUTIANU**

Al. I. Cuza University, Iași, Romania

**Constantin SASU**

Al. I. Cuza University, Iași, Romania

**Bernhard SWOBODA**

University of Trier, Germany

## **ORGANIZING COMMITTEE**

**Marius D. POP**

Babeș-Bolyai University, Cluj-Napoca, Romania

**Ioan PLĂIAȘ**

Babeș-Bolyai University, Cluj-Napoca, Romania

**Ovidiu I. MOISESCU**

Babeș-Bolyai University, Cluj-Napoca, Romania

**Alexandra M. TÎRCĂ**

Babeș-Bolyai University, Cluj-Napoca, Romania

**Mihai F. BĂCILĂ**

Babeș-Bolyai University, Cluj-Napoca, Romania

# Plenary session

**Thursday, October 30, 2008**

10.30 – 12.00, Room 026

**Chair: Marius D. POP**

## **Brand Due Diligence Checklist in Mergers and Acquisitions: the Need for Future Research**

*Dũng Anh VŨ, Andrej BERTONCELJ*

*Mergers and acquisitions (M&As) have become a common strategy for firms seeking rapid growth and thereby enhanced value. However, the majority of M&As actually result in a decrease in shareholder value. By exploring two preliminary case studies this paper highlights that brand plays a crucial role to the success of many M&As. Firms very often misunderstand the role of brand, under-estimate the importance of brand assessment in the pre-transaction stage (before integration), and consequently put their deals at a great risk and cost. In order to assess brand effectively and efficiently, firms need a brand due diligence checklist. This paper reviews existing literature on M&A due diligence and brand due diligence in order to identify if the established theory has already solved the issue identified in the exploratory case studies. However, the review reveals this gap. The paper, therefore, raises an urgent need for future research on brand due diligence checklist in M&As.*

## **Managing the Change of Marketing Information Systems in Higher Education Institutions**

*Marius D. POP, Ovidiu I. MOISESCU, Mihai F. BĂCILĂ, Alexandra M. ȚÎRCA*

*Nowadays higher education institutions environment is characterized by downsizes in public funding, increasing competition and greater expectation from students as they are seeking value for money paid. More and more universities try to enter world wide official rankings, thus external quality audits becoming more necessary than ever. Higher education is also expected to play a central role in social and economic transformation, even as a source of export income. To remain viable, universities must be able to respond promptly and wisely to this combination of change forces, through a consistent thinking and action towards change, both radical and gradual. This paper tries to conceptually approach the key issues regarding change management in higher education institutions and implementing changes in their marketing information systems, with focus on a case study of a higher education institution (Babeş Bolyai University's Faculty of Economics and Business Administration) in order to identify the need for change from the point of view of students and teaching staff, as well as to predict the potential resistance sources in the case of needed changes be put into practice.*

# Session 1

**Thursday, October 30, 2008**

12:00 - 14:00; 15.30 - 19.00, Room 314

**Chairs:** Florin FOLTEAN, Dũng Anh VŨ, Marius D. POP

## **The Paradigm of Innovation in Marketing and the Pro-active Market Orientation**

*Florin FOLTEAN*

## **Consumer Dialogue – A Two-Way Approach to Building Relationships with Customers**

*Ioana BARIN*

*Consumer Dialogue ensures that the marketing approach is consistent across the various marketing activities – disciplined, transparent, responsible, and validated at each stage. Individual needs to break through a massive volume of market information and re-establish a personal communication identity. Products and services become more tailored; communication becomes more personal and transforms from broadcast to dialogue. The core principles of Consumer Dialogue are: Consumer Centric, Effectiveness and Profitability, Responsibility. Average decision making process for a consumer takes between 15 seconds - 4 minutes depending on level of interest. There are 2 processing modes: conscious and subconscious. 80% of shopping decisions, orientation, interaction, etc, are subconsciously controlled. Changes in the regulatory environment and consumer expectations have demanded new, creative and responsible marketing strategies and approaches. Consumer Dialogue is at the heart of these strategies, it comprises a flexible set of tools and measures which can be adapted and tailored to the different touch points in specific markets. Consumer Dialogue is a logical, open and two-way approach to communicating and building relationships with customers.*

## **Opportunities and Strategic Segmentation Criteria of the Tourist Market: An Approach of Romania**

*Simona DUHALM*

*Component basic tertiary sector, the tourist market, while presenting a series of features compared with other economic sectors, requires that any market, a strategic approach, which consists in attending the following stages: segmentation, targeting and positioning. While addressing the particulars in the tourist market are numerous, involving the specific characteristics of services such as intangibility, inseparability, variability and perishability, how to approach this market must take account of clearly defined categories of consumers affected. Thus, a business travel must know in depth who are customers, who are their needs and desires, how they are formed, how it manifests itself and what factors emotional or rational expectations affect them. Demographic characteristics (age, sex, family size, income, occupation, education, religion, race and nationality of those who constitute potential consumers of a tourist destination) significantly influence the purchase behavior of tourists and their correct assessment may lead to a more accurate estimate of market potential. For the case of Romania, the application of these criteria are a number of features, and the paper's going to try to show and to clear the way in which they operate.*

## **Local Rules or Decision Coherence - The Ever Old or the Ever New Question?**

*Bogdan NICHIFOR, Gheorghe EPURAN*

*Marketing communication is one of most important strategic instrument used in international activity and its specific factors increase the complexity of communication decisions. Economic regional development, intense competition, media availability, media services, legislatives rules are some aspects which influence communication decisions. International practices responded to these realities with to forms of strategies: adaptation and standardization, meaning that, on the one hand, the organization considers in its decisions the local market characteristics and, on the other hand, the same organization tries to achieve a high level of uniformity in its decisions. These strategies are based on achieving marketing performances in two separates way, one, specific to adaptation, focuses on increasing decision empathy to local market condition, and other, specific to standardization, focuses on economic rationality of marketing decisions. Advertising is maybe the most discussed subject of adaptation-standardization strategic alternatives and its history is not so new. This article focuses on the evaluation of the modernity of the subject of adaptation-standardization advertising strategies, in a context in which this area of interest has being approached in a consistent manner by more than 50 years in marketing literature.*

## **Sales Promotion Abuse**

*Diana PRIHOANCA, Ioana BARIN*

*The article is about the increasing use of sales promotion in marketing programs. It is a fundamental change in strategic decisions about how companies market their products and services. Trade promotions can be a very effective tool for generating short-term increases in sales, and many brand managers would rather use a promotion to produce immediate sales than invest in advertising and build the brand's image*

over an extended time. Overuse of sales promotion can be detrimental to a brand in several ways. A brand that is constantly promoted may lose perceived value. Consumers often end up purchasing a brand because it is on sale, they get a premium, or they have a coupon, rather than basing their decision on a favourable attitude they have developed. When the extra promotional incentive is not available, they switch to another brand. Consumers who consistently purchase a brand because of a coupon or price-off deal may attribute their behaviour to the external promotional incentive rather than to a favourable attitude towards the brand. By contrast, when no external incentive is available, consumers are more likely to attribute their purchase behaviour to favourable underlying feelings about the brand.

### **Some Considerations regarding Marketing Strategies in B2B Market. The Case of Company X**

Nicoleta Dorina RACOLTA-PAINA, Alice SCHOBEL

*In this paper we intend to point out the main features of business to business marketing, starting with a theoretical part, namely the general framework, in which we deal with the specific aspects of industrial markets, the industrial consumer and its behavior, relationship marketing as opposed to transactional marketing etc. The case study comes to enrich the theoretical part of the article. Company X is a clear example of the industrial sector, active for more than eighty years in the production and selling of industrial goods, both on the national and international markets. After a brief presentation and an intern analysis, our aim is to focus on the way marketing decisions are being taken in this enterprise, in order to develop appropriate strategies, presented in three main sections, as it follows: market strategies, strategies regarding the marketing mix and strategies specific to the four phases of the product lifetime cycle. Methodology: observation, analysis, structured interviews.*

### **A Study on Agribusiness Management in Karnataka: A case analysis of Dry Chillies and Its Products**

K. SHIVASHANKAR, Banakar BASAVARAJ

*The study was confined to north Karnataka with top two chilli growing districts viz., Haveri and Dharwad, which are represented a highest area under the chillies in Karnataka. Similarly, four important markets (Byadgi, Haveri, Kundagol and Hubli) were selected based on highest transactions and arrivals to the market of dry chillies in these districts. The results revealed that The per quintal cost of marketing incurred by the farmers in dry chilli in channel I was Rs.30.00 and in Channel II it was Rs 112.85/quintal. In the total marketing costs packing was the major component, which followed by sorting cost and transportation cost. These three components alone accounted for about 81.51 per cent of the total marketing cost incurred by the farmers. On an average the producer's share in consumer's rupee in channel I was 77.74 per cent with a price spread of Rs 865.56/Quintal. where I channel II an average producer share in consumer rupee was 78.46 per cent which was found to be high as compared to channel-I. Retailer's share was higher in the total marketing margin as compared to other intermediaries in the chain. The magnitude of their share was much higher in the case of channel-II that is Rs 456.57/quintal when compared to the channel-I Rs 356.56/quintal.*

### **New Dimensions of Marketing (E-Marketing)**

Gajendra SINGH

*India with lots of growth and development is moving into a new world of digital media. From time to time thousands of changes had taken place in the field of marketing. One of the latest trend or way that opens new doors and gives new dimension to the marketing is e-marketing. This method of marketing allows the marketer to reach consumers in a wide range of ways and enables them to offer a wide range of products and services. The revolutionary element of digital media delivery is helping marketers to measure their efforts and gain real time knowledge about their customers. This article consider the various view point that shows how Indian companies breaking the years old marketing rules to enter the 21<sup>st</sup> century with new technologies. It examines the role of e-marketing in upgrading and minimizing distance between the sellers and the buyers, and shows the growth and performance of e-marketing in the Indian scenario. It explains the difference between the traditional marketing and e-marketing with various ways used by the customers to reach the e-marketing sites and summarize the pros and cons of various options available for e-marketing.*

### **Categorization of Cartels Based on Market Factors using Fuzzy Information Matrix**

Attila SZÓCS, Hunor BURIÁN, Zoltán MAKÓ

*The introduction (1996) of the leniency program into the competition law of the European Union and its subsequent development (2002 and 2006) can be regarded as an effective measure in the fight against cartels. In spite of the fact that the leniency program proved to be a successful weapon against cartels, the European Commission needs additional means of facilitating the process of decision-making. We develop a matrix type instrument which operates with two market factors: price elasticity and market concentration. Since the quantities of these factors are uncertain, they can be characterized by fuzzy numbers. Our work sets as target to develop a frame that makes possible the characterization of the cartels basing on this two factors of the markets on which the cartels act now, or are likely to act in the future. Firstly, the matrix will provide us with nine raw categories, which will be refined in probability categories using a fuzzy information matrix.*

### **Marketing relationnel – Management du Marketing: la conceptualisation des interférences**

Luminita ZAIȚ

*Le concept de marketing relationnel peut représenter une conséquence logique de la manière dont la vision sur le marketing a évolué, de la conception de fonction de l'affaire à celle, plus réaliste, portant sur l'attitude, l'éthique et la culture organisationnelle. Le marketing relationnel se retrouve, par les composants*

*d'attitude et de contenu, au niveau du marketing stratégique. Ayant comme point de départ la prémisse que le marketing relationnel sollicite l'investissement à long terme dans la base de clients, avec le but d'obtenir de bons résultats dans le même horizon temporel, il est évident qu'une telle démarche est intégrée dans la vision stratégique de l'organisation. Le cadre temporel spécifique pour chaque démarche mentionnée plus haut entraîne une différence dans l'analyse. La relation profitable à long terme, développée par des efforts courants (présents) et futurs, différencie le marketing relationnel par rapport au management du marketing. Cette dernière démarche favorise l'exploitation courante des opportunités du marché, en comptant plutôt sur les objectifs à court terme. Le marketing relationnel, d'autre part, peut signifier sacrifier des résultats à court terme pour consolider la relation à long terme.*

## **Foreign Direct Investment Before and After Romania's Accession to the European Union**

*Petru BINȚINȚAN, Raluca CIORNEA, Anca BINȚINȚAN-SOCACIU*

*The present article investigates a problem of actuality, the place of FDI in the process of accession of Central and Eastern Europe countries to the European Union. Also we analysed the Romanian FDI' volume and the structure in 2006, the year before the accession to the European Union, and their tendency in 2007 and the first decade of 2008, after the accession. In the same time, this article underlines some of the most relevant aspects related to relation FDI - EU, such as: the role of FDI in the attracting EU potential countries or sustaining the actual members, FDI Promotion Agencies activity, FDI advantages, determinant factors when choosing where to invest, FDI role in achieving post-accession objectives, most attractive Romanian activity domains for investors, Romania's strength in supporting higher FDI, factors that induce a negative perception about Romania, and others.*

## **The Importance of Contact Personnel in the Banking Sector**

*Lăcrămioara RADOMIR, Cosmin Voicu NISTOR, Simona Alina CĂȚA*

*This paper aims to highlight the role that human resources, in general, and contact personnel, in particular, have within a financial institution and their contribution to building relationships with customers. The importance of contact personnel in the banking and financial services sector is given, on the one hand by the aspects that differentiate services from products (the characteristics of financial services), and on the other hand by the need to consider employees as part of the provided service. Employees that come into contact with the bank's client (contact personnel) can be seen as a tangible element added to services which increase customers' confidence in the bank; in other words, contact personnel helps the bank in "creating" the services and therefore should be considered as that resource that contributes to the bank's performance and offers a base for the future growth. Given these issues, one may assume that bank employees contribute to the perceived value of the service, positively or negatively affecting the quality of the services and having a major role in satisfying the customer.*

## **Viral Marketing – An Efficient Alternative to Classic Marketing**

*Maria-Luiza SOUCA*

*The economic crises from the last years, the consumers being more and more knowledgeable and cautious regarding their purchases and the new technologies are only a few of the elements that are responsible for the continuous evolution of marketing in the past decades. Social customs like "rumors" and "gossip" are no longer just a consequence of promotional campaigns but advertising tools known as „word-of-mouth“ marketing and the rapid development of the internet and communication have introduced new essential terms for the vocabulary of any marketing specialist: viral marketing, buzz marketing, pod cast, blog marketing and many more. Among them, this article focuses on the notion of viral marketing and its impact on the advertising strategies.*

## **Choosing Healthy Foods**

*Zsuzsa PÁL*

*The purpose of this paper is to build a theoretical framework for studying health awareness consumer behavior regarding food consumption. We tried to identify theoretical models which could describe some aspects of the healthy food consumption behavior. Generally, the food consumption has a series of paradoxes (ex. the paradox of omnivore) influencing the consumer's perception, attitude and behavior toward these products and their influence over one's health.*

## **Opinions Regarding the Concept of Internal Marketing**

*Remus Ionuț NAGHI*

*The current realities of the modern economy force enterprises to build up their offer of products and/or services in a new, modern way, given the needs and motivations of a new market: that of the employees. Internal marketing consists of successfully hiring, training and motivating able employees to serve the customer well. This paper aims to define the concept of internal marketing and to identify the principles that underlie it. It then continues by conceptually distinguishing between internal marketing and human resources management, while stressing the utility of internal marketing in the process of strategic marketing planning.*

## **Strategic Innovation and Organisational Success in Creating New Market**

*PREDA Gheorghe*

*Organisational performance is influenced by the organisation's ability to adapt to the environment it acts within, to benefit from identified opportunities, to face the threats and risks. In a complex and dynamic environment, success is possible through adopting a proactive market orientation. Proactive orientation enhances the process of new product of new product development and launching, to address later customer needs. Strategic innovation represents innovation in strategy formation and implementing, which ultimately leads to creating and developing new market spaces. This paper reviews the literature on strategic innovation, with focus on underlaying its role in creating new market places.*

## **An Exploratory Approach of Tourism as Information Based Business and the Role of ICT as Driving Force for Changes within the Tourism Industry**

*Alexandra JÎRCA, Alexandru CHIȘ, Ramona LACUREZEANU*

*More and more businesses, and entire global industries, are based on the production and exchange of information and ideas. Tourism as a global extremely competitive industry requires a diverse range of information and lends itself well to the support offered by information and communication technologies (ICTs). The aim of this paper is to describe and analyze the tourism industry from an ICT perspective and to examine the way tourism incorporates many of the features of the information society such as globalization, mobility and information richness. Tourism links a worldwide supplier community with consumers, equally distributed worldwide. Aspects like the relationship between ICT and tourism, the impact of technologies and communication systems on tourism innovation, the role of information for tourist perception and decisional process will be presented and discussed. The last part of the paper will illustrate some European trends in Internet distribution of Travel and Tourism Services and some aspects regarding the Romanian online tourism market.*



## Session 2

**Thursday, October 30, 2008**

12:00 - 14:00; 15.30 - 19.00, Room 315

**Chairs:** Sorin PRADA, Andrej BERTONCELJ , Ioan PLĂIAȘ

### **A Study on the Impact of Internet on Buying Books Online**

Anamaria HUMELNICU SEVERIN

*This paper presents a research among foreign students, studying at the Universities in Munich. The survey identified the people shopping online and their habits and expectations regarding online shopping, especially the attitudes towards buying books on the Internet. This research was realised in august 2008, in Germany, in Munich, the capital of Bavaria. Respondents came from countries like Albania, Bulgaria, Great Britain, Italy, Japan, Lithuania, Latvia, Russia, Romania and others. The popularity of the World Wide Web has been growing at a very rapid pace. The Internet became an important part of students' lives, not only for their studies and daily routines, but also as a tool for getting information, to know other people and to do online shopping. Shopping on the Internet is an activity that most Internet users are interested in. It is rapidly developing. More and more people buy goods and services over the Internet. Also, an increasing range of goods and services are available to consumers shopping in this way. Books are in generally one of the products bought most online, although it is hard to believe that one would buy in the future books only over the Internet.*

### **The Relational Paradigm of Marketing Thought**

Andrei MAXIM

*Both the business and the academic environments acknowledge the shortcomings of the popular transactional approach to marketing and the potential of the relational approach. There is still much debate as to where the place of relationship marketing (RM) in general marketing theory is, its domain, the way it should be defined and so on. This paper addresses two problems concerning the status of RM, with reference to the specialized literature and the commercial practices of Romanian companies. The first part of the analysis refers to the paradigm status of relationship marketing. Established authors advocate for a new paradigm in marketing thinking. However, there are also opinions according to which relationship marketing represents only a new dimension that can be added to the existing transactional paradigm. The second part of our analysis focuses on the possibility of a paradigm shift occurring. A survey, targeting Romanian companies, was conducted in order to support the ideas presented here. The study is based on the methodology developed in the international research project Contemporary Marketing Practices (CMP) and is designed to evaluate the degree in which different types of marketing, characteristic for either the transactional or the relational approaches, are used.*

### **Creating the offer for consultancy services. A study of Romanian consultancies web presentations**

Daniela Roxana MIHAI

*Consultancy services have a fairly recent history in Romania, with an ascending trend in the last few years. In the context of this development trend, the number of management consultancy companies is continuously growing, the competitive environment becoming increasingly stronger and more selective. This paper aims to analyse the arguments used by Romanian management consulting companies on their web pages in order to construct their offer and to generate interest among their target groups. In this study I included 46 management consultancy companies, member of the Association of Romanian Management Consulting Organizations (AMCOR), which have been recognized and certified by this organization in the session which took place in May 2008. Among the issues studied in this paper can be mentioned: the main target groups and the fields of expertise defined by management consultancies on their web pages, the methods used to build and define the need for consultancy or the arguments used in generating competitive advantage.*

### **Consumers' Attitude towards Mobile Phone Advertising**

Emilia IORDACHE, Maria Carmen IORDACHE, Alina Vasilica VOICULET

*Mobile phones have long ceased to be solely a means of communication for users to speak among one another. The progress of mobile phones' status from a technology component to a highly popular device has made it easier for marketers to access consumers' private environment: by means of the advertisements on mobile phones. A survey of several students shows that their perception to mobile phones advertisements is rather negative. Since a student associates the negative reactions of their group several times when receiving ads, they will likely take over the respective negative attitude. Mobile phones are firstly a challenge to marketing and advertising specialists as they are not similar to any traditional communication channels, yet have something of each and, therefore, they are a favorable way of testing new marketing and communication approaches and concepts.*

### **Modal Transport Alternatives in Freight Distribution**

Mihaela ȘTEȚ

*Regarding the freight distribution, as part of marketing mix of a production company, decisions related to modal transportation solutions are some of the most important decisions, given the fact that these decisions are determinant in insurance the time and place utility. The design of network for physical distribution of goods has to be suited to different type of products, differences between them involving both physical adjustments of distribution vehicles and logistics adjustments of the physical distribution service. For these reasons, the present paper treats the problems and results of transportation mode selection in freight distribution. Between the most important criteria in selecting the best transport strategy related to freight distribution it can be considered: speed, reliability, flexibility, cost, quality/damage, documentation, environmental issues. The presented study case analyses, also, the advantages and drawbacks of each transportation mode regarding the requirements of different supply chains for some type of products taken in consideration.*

### **La stratégie des produits cosmétiques roumains exportés vers l'Union Européenne**

Anca CONSTANTINESCU-DOBRA

*L'industrie cosmétique est vitale au niveau mondial, et non pas spécifiquement pour sa contribution au produit mondial brut, mais à cause de son influence sur le plan social, pour 'teinter' de la vie du monde entier. L'objectif principal de cet ouvrage est celle de souligner le rôle de la politique du produit, comme un des plus importants éléments du mix de mercatique d'une entreprise, sur l'exportation des produits cosmétiques roumains vers l'Union Européenne. Pour répondre à cette provocation, dans le présent article, nous avons recherché, quelques aspects de la politique de produit des principaux fabricants roumains qui exportent leurs produits vers l'Union Européenne. En Roumanie, les fabricants de cosmétiques ne donnent pas une grande importance à la planification stratégique et n'appliquent des techniques de marketing adaptées à la spécificité nationale ou internationale. Les informations sont obtenues par une enquête à base d'un questionnaire, parmi les fabricants roumains des cosmétiques. Nous avons conclu que la planification stratégique de mercatique des entreprises roumaines est occasionnelle et superficielle. Nous avons évalué aussi la mesure dans laquelle les sociétés roumaines suivent le rythme de l'évolution manifeste dans le monde entier. Finalement, nous avons fait, aussi, une analyse des avantages compétitifs des producteurs roumains, dans leur approche pour réussir sur les marchés de l'Union Européenne.*

### **Romanian Modern Retail Market Before and after the European Integration**

Mónika-Anetta ALT

*The commercial sector had an important role in the Romanian economic transition period. The retail is an essential part of the commercial sector. Its maturity level is a good indicator of the national economic development. In this article, we present the Romanian retail sector development based mainly on statistical data. First of all, we have outlined the significant difference between the commercial sector in the centralist and the transition economy. After that, we present the market entrance strategies of the modern retail formats. We continue the article with the analysis of the Romanian European integration from a retail point of view. Finally, we formulate some future tendencies in the Romanian retail sector.*

### **Perception of Communication Policy in Retail**

Dan Cristian DABBIJA, Ioana N. ABRUDAN

*Beside assortment, price, service, location, store layout and loyalty, the communication policy may be regarded as one of the most important marketing mix elements in retailing. All these variables are perceived differently by consumers and have therefore a major impact on customers' selection process of retailers. The present article studies only the influence of retailers' communication policy on consumers. Through different printed advertising items – leaflets, catalogues, banners etc, but also through their presence in the print and audio-visual media, Romanian Retail Firms try both to distinguish themselves from competitors and to attract consumers. An empirical investigation conducted in a major Romanian City highlights the most frequently used communication instruments of such retailers and also the consumers' perception over them. Furthermore the paper tries to point out different groups of consumers based on their demographic characteristics, but also according to their preference toward a certain retailer.*

### **Examining Customer Desired Value in the Romanian Mobile Phone Market: An Explorative Analysis**

Ioan PLĂIAȘ, Paul Cornel DUȚĂ

*Facing the challenges of limited resources and the introduction of tougher credit rules, Romanian consumers are showing increased exigency regarding the products and services they want to purchase. The domestic mobile phone market has seen steady growth over the last years but the year 2008 found companies face to face with a stagnating market. The authors of this paper reviewed relevant literature regarding customers' desired value in order to develop an effective research framework that will identify relevant values desired by Romanian mobile phone users. This paper presents findings from an explorative study of customers' desired value meant to provide companies with a realistic view of the domestic mobile phone market.*

### **Opportunities to Penetrate the Real Estate Market in Cluj-Napoca - Analyzing the Profile of the Residential Real Estate Customer**

Marcel C. POP, Dan Cristian DABBIJA

*All the real estate developers must pass through a very profound restructuring process, mainly because of the hyper competition and the apparently exceeding offer. Customers are scarce, but not products. Demand, not supply, is the problem. And most offers have lack differentiation. Thus, marketing must be redefined. In the real estate field, the new marketing orientation - right value for each customer - provides guidance for reconfiguring a company's current organizational structure. The process starts with assessing*

*the customer's characteristics, then progresses with identifying customer benefits and ends with building the relationship with the customer.*

### **Precision Marketing**

*Ciprian Marcel POP, Andreea Ioana MANIU, Monica Maria ZAHARIE*

*We decided to treat the topic – Precision Marketing due to the crucial influence of companies' marketing strategies. Firstly, we explained the concept that represents our theme and the importance of understanding and applying the precision marketing techniques and characteristics. On the other hand, we emphasized the rise of customer relationship management and at the same time the main goal of precision marketing which is represented by the brand loyalty. Next, we underline the importance of the segmentation, which represent a useful tool in precision marketing. In addition, we understood that we must appreciate what means a personalized co-experience to co-create unique value with customers. Last, but not the least, we tried to find a significant illustration of precision marketing choosing the Sensiblu pharmaceutical chain.*

### **Teaching Marketing Interdisciplinary**

*Ioan PLĂIAS, Mónica Anetta ALT, Zsuzsa PÁL*

*In this study we highlight the role of marketing teachers to emphasis the marketing interdisciplinary features. First of all we present the concept of interdisciplinary. After that we analyze the interdisciplinary in marketing education trying to answer four questions: What kind of knowledge do students need to realize the marketing interdisciplinary feature? What pedagogical vehicles should instructors use to highlight the marketing interdisciplinary features? What specific kinds of knowledge content are now commonly being disseminated at marketing courses? How do the specific kinds of knowledge currently being disseminated compare with what students need? Does student percept the marketing interdisciplinary feature? We try to answer to the first question using three important Romanian university experience while the answer of the last three questions are based only on the Babeş-Bolyai University Faculty of Economics and Business Administration know-how.*

### **Innovativeness of Romanian enterprises in EU**

*Andreea-Clara MUNTEANU, Adina POP*

*In the opinion of Peter Druker, the business competitive enterprises has two basic functions: marketing and innovation. As a new member of EU, Romania has to accomplish several tasks; one of the major ones is enterprise innovativeness, targeting 3% of GDP for R&D activities as the main objective for 2015. Comparing with other EU countries, Romania is facing a serious gap in innovativeness and, as a consequence, in competitiveness of its enterprises. The aim of our paper is not only to reveal the reality, but also to outline the main sources of this gap, different requirements and to provide an objective view on national and European specific strategies.*

### **Comparative Study Considering the Impact of Globalization and Climate Changes Upon the Agricultural and Touristic Sector in Romania and the European Union**

*Marinela GHEREŞ*

*Globalization is a key factor of economic development that causes challenges to different areas of national economies. One of the most important parts of national economies is retailing that has changed dynamically due to globalization at international level. The key factors of globalization such as interconnection of the world, force to grow, economic and cultural homogeneity, polarization and concentration, overpopulation, and the development of information and communication technology can be adapted to the retailing sector. Globalization sets up new challenges to retailers. New forms of retailing, fierce competition and polarization, dominance of giant retailers, expansion and modern technology belong to the main trends due to globalization. Knowing the economic process of external environment is a key for success for retailers. It is extremely important to be aware of trends in retailing in order to obtain competitive advantage both in national and international markets. In this article I will highlight those challenges that Romanian retailers have to face in the 21st century due to globalization. Tourism's increasing contribution to climate change, especially through the use of air travel, is now acknowledged. This study seeks to explore tourists' knowledge and awareness of the aviation impact on the climate, their sense of personal responsibility and their reactions to specific climate change policies.*

### **Romanian Consumers Attitudes towards Different Types of Endorsers Used in Advertising**

*Raluca COMIATI, Nicoleta Olimpia NEGREA*

*Everyday, consumers all over the world are overwhelmed with advertisements aiming at changing their attitudes. These persuasive efforts could be from logical arguments to expressive images, from regular consumers' advice to celebrities' recommendation. Traditionally, the specialists in marketing and advertising have examined the mechanisms by means of which ads succeed in changing consumers' attitudes by means of the communication model. The literature and the research on this subject indicates the benefits of using the right type of endorser as consumers respond in a different manner to the same advertisement conveyed by various endorsers (experts, actors, singers, TV stars, sportsmen, regular consumers, animated or imaginary characters). In this paper we examine the consumers' attitudes towards different endorsers, the relation between these attitudes and the socio-demographics segments. Furthermore we argue that the opinion on the endorsement is also affected by the attitude towards advertising and its consequences (purchasing versus. not purchasing products).*

### **The Structure of The Retail Sector in Romania-Evolution and Prospects**

*Sorin PRADA*

*The past years have brought important changes into the Romanian retail sector. The changes started to rush after the moment Romania to become a member of the European Union was a fact. The various researches which have been made in the retail domain reveal the development of the new ways of trading, leaving the traditional trading one step behind. Through this debate I intend to bring out a picture concerning the evolution of "retail" in the last years in Romania, to outline the retail sector at this moment and eventually to anticipate the tendencies which will be present in the romanian retail sector in perspective.*