



**UBBFSEGA**

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



**Marketing Department**

# **PROGRAM**

**International Conference  
MARKETING – FROM INFORMATION TO DECISION  
8<sup>th</sup> Edition  
6-7<sup>th</sup> November 2015**

**Cluj-Napoca, Romania  
2015**

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## PROGRAM

**Friday, November 6, 2015**

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

**10:00 – 11:30 Plenary session – Room 118**

**11:30 – 12:00 Coffee break**

**12:00 – 13:00 Plenary session – Room 118**

**13:00 – 14:00 Lunch break – Room 314**

**14:00 – 16:00 Parallel sessions – Rooms 315, 316**

**16:00 – 16:30 Coffee break**

**16:30 – 18:30 Parallel sessions – Rooms 315, 316**

**19:00 Dinner – “HANUL DACILOR” Restaurant**



## SCIENTIFIC COMMITTEE

- Dr. József BERÁCS, Corvinus University of Budapest, Hungary
- Dr. Alexandru Gheorghe CATANĂ, Technical University, Cluj-Napoca, Romania
- Dr. Juraj CHEBEN, Metropolitan University Praga, Czech Republic
- Dr. Gérard CLIQUET, Rennes University, France
- Dr. Vasile DINU, University of Economic Studies, Bucharest, Romania
- Dr. Thomas FOSCHT, University of Graz, Austria
- Dr. Dana-Nicoleta LASCU, University of Richmond, USA
- Dr. Felix MARINGE, University of the Witwatersrand, Johannesburg, South Africa
- Dr. Dirk MORSCHEIT, University of Fribourg, Switzerland
- Dr. Corina Monica PELĂU, University of Economic Studies, Bucharest, Romania
- Dr. Ioan PLĂIAȘ, Babeș-Bolyai University, Cluj-Napoca, Romania
- Dr. Ciprian-Marcel POP, Babeș-Bolyai University, Cluj-Napoca, Romania
- Dr. Nicolae Alexandru POP, Dr. H.C., University of Economic Studies, Bucharest, Romania
- Dr. Ștefan PRUTIANU, Alexandru Ioan Cuza University, Iași, Romania
- Dr. Brian A. VANDER SCHEE, Aurora University, Aurora, Illinois, USA
- Dr. Vatroslav SKARE, University of Zagreb, Croatia
- Dr. Bernhard SWOBODA, Prof. H.C., University of Trier, Germany
- Dr. Horst TODT, Dr. H.C., University of Hamburg, Germany
- Dr. Sebastian VĂDUVA, Emanuel University of Oradea, Romania, Akron University USA
- Dr. Alan WILSON, University of Strathclyde Business School, Glasgow, UK

## ORGANIZING COMMITTEE

- **Dr. Ioana Nicoleta ABRUDAN**, Babeş-Bolyai University, Cluj-Napoca, Romania, English Proof Reading
- **Dr. Raluca CIORNEA**, Babeş-Bolyai University, Cluj-Napoca, Romania, Technical Editor of Conference Proceedings and Plagiarism Check
- **Dr. Dan-Cristian DABIJA**, Babeş-Bolyai University, Cluj-Napoca, Romania, Conference Scientific Director, Abstracting/Indexing of Conference Proceedings
- **Dr. Alexandra-Maria DRULE**, Babeş-Bolyai University Cluj-Napoca, Romania, Menus and Accommodation
- **Dr. Lăcrămioara RADOMIR**, Babeş-Bolyai University, Cluj-Napoca, Romania, Fees and Payments
- **Dr. Andreea-Ioana ROMONȚI-MANIU**, Babeş-Bolyai University, Cluj-Napoca, Romania, Conference Materials and Brochures
- **Dr. Mircea-Andrei SCRIDON**, Babeş-Bolyai University, Cluj-Napoca, Romania, Conference Administrative Director, Conference Website, General Information for the Conference
- **Dr. Maria-Luiza SOUCA**, Babeş-Bolyai University, Cluj-Napoca, Romania, English Proof Reading
- **Dr. Monica-Maria ZAHARIE**, Babeş-Bolyai University, Cluj-Napoca, Romania, Conference Materials and Brochures



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## PLENARY SESSION

Friday, November 6, 2015

**10:00 – 11:30, Room 118**

*Chair:* Prof. Ioan PLĂIAȘ, PhD

### **Artificial Intelligence and Marketing: Why Robots Dream of Customer Satisfaction?**

Assoc. Prof. CĂLIN GURĂU, PhD

*Montpellier Business School, UK*

[c.gurau@montpellier-bs.com](mailto:c.gurau@montpellier-bs.com)

### **The Value of Social Media Marketing in the Hospitality Sector**

Prof. ALAN WILSON, PhD

*Strathclyde Business School, UK*

[alan.wilson@strath.ac.uk](mailto:alan.wilson@strath.ac.uk)

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## PLENARY SESSION

Friday, November 6, 2015

12:00 – 13:00, Room 118

*Chair:* Prof. Ioan PLĂIAȘ, PhD

### Defining Marketing: Past, Present and Future of the Marketing Concept

Senior Lecturer WYBE T. POPMA, PhD

*Brighton Business School, UK*

[w.t.popma@brighton.ac.uk](mailto:w.t.popma@brighton.ac.uk)





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**Friday, November 6, 2015**

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## **SESSION 1 (Room 315)**

**14:00 – 16:00**

***Chairs:*** Assoc. Prof. Ovidiu I. MOISESCU, PhD  
Senior Lect. Wybe T. POPMA, PhD

**1. A THEORETICAL APPROACH TO EXPERIENCES IN MARKETING –  
MASTERED THROUGH EXPERIENCE MARKETING**

Diana Basoc

**2. CAN RELIGION AND PERCEIVED ENVIRONMENTAL RISK  
INFLUENCE ANTI-CONSUMPTION BEHAVIOUR?**

Patricia Bertea

**3. TERRITORIAL MARKETING STRATEGIES FOR ATTRACTING  
FOREIGN TOURISM INVESTORS**

Radu Cocean

**4. BENCHMARKING – A SOLUTION STRATEGY FOR THE PUBLIC  
SECTOR**

Alexandra Gogozan  
Marinela Ghereș  
Ciprian-Marcel Pop

**5. CLUSTER FACILITATED REGIONAL INNOVATION AND  
TECHNOLOGICAL TRANSFER. WHEN IS CLOSE, CLOSE ENOUGH?**

Andrei Kelemen



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**16:30 – 18:30**

**Chairs:** Prof. Ciprian-Marcel POP, PhD  
Prof. Alan Wilson, PhD

**1. ASPECTS REGARDING SOCIAL RESPONSIBILITY OF MEDIA COMPANIES IN ROMANIA**

Silvia Măican

**2. BUSINESS SIZE AND PERCEPTUAL CORPORATE SOCIAL RESPONSIBILITY**

Ovidiu-Ioan Moisescu

**3. THE PROMISE OF VIRTUE IN BANKING; IMPLEMENTING THE BANKER'S OATH**

Wybe Popma

**4. THE IMPACT OF RELATIONAL CONSTRUCTS OF TRUST AND COMMITMENT ON BANK CUSTOMERS' BEHAVIOURAL LOYALTY**

Lacrămioara Radomir

Alan Wilson

Cosmin-Voicu Nistor

**5. THE AESTHETIC ELEMENTS KEPT IN MIND BY ROMANIANS WHEN BUYING A CAR**

Corina-Paula Tarța

Ioan Plăiaș

**6. MEDIATING EFFECT OF AMBIDEXTERITY ON MARKETING CAPABILITY AND INNOVATION CAPABILITY**

Mohammad Ali Shahhoseini

Kimia Ramezani





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**Friday, November 6, 2015**

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## **SESSION 2 (Room 316)**

**14:00 – 16:00**

**Chairs:** Assoc. Prof. Dan-Cristian DABIJA, PhD  
Assoc. Prof. Călin Gurău, PhD

### **1. AN INTRODUCTION TO EMOTION AND MARKETING**

Cristina-Maria Bălgărădean

### **2. THE SPECIFIC CHARACTERISTICS OF THE GENERATION Y CONSUMER**

Anca Bucuța

### **3. SOME BEST PRACTICES IN ETHICS AND SUSTAINABILITY OF FASHION RETAILERS**

Dan-Cristian Dabija  
Cătălin Postelnicu

### **4. SATISFACTION SEGMENTATION OF RELIGIOUS TRAVELERS TO ROMANIAN MONASTERIES. A CLUSTER ANALYSIS APPROACH**

Alexandra-Maria Drule  
Mihai-Florin Băcilă  
Raluca Ciornea

### **5. A STUDY CONCERNING THE PERSPECTIVES OF INCREASING THE EFFICIENCY OF ONLINE PROMOTION IN ADULTS' EDUCATION SERVICES IN ROMANIA**

Claudiu-Dan Gostian



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**16:30 – 18:30**

**Chairs:** Assoc. Prof. Mihai-Florin BĂCILĂ, PhD  
Senior Lect. Anca YALLOP, PhD

**1. CONSUMER PERCEPTIONS ABOUT DIGITAL PRIVACY AND ONLINE DATA SHARING IN THE UK INSURANCE SECTOR**

Ian Blakesley  
Anca Yallop

**2. THE EFFECT OF MARKETING PROMOTIONS ON CUSTOMERS' COGNITIVE BIASES**

Călin Gurău

**3. MODELING THE SATISFACTION OF HEALTHCARE SERVICES CONSUMERS**

Ruxandra Lazea

**4. GENDER PERCEPTION TOWARDS TOURISM PRODUCTS**

Nicolae Alexandru Pop  
Corina Monica Pelău

**5. ROMANIANS' CONSUMER BEHAVIOUR TOWARDS MARRIAGE**

Ovidiu-Mircea Tiorean

**6. FINDING THE SYNERGY WHEN OPERATING "BRICKS AND CLICKS" BUSINESS MODELS**

Viorel Vasile  
Ioana Teodorescu



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**Saturday, November 7, 2015**

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**10:00 – 13:00 – a taste of Romania`s Natural Beauty**

**- The Ethnographic Museum of Transylvania, Cluj-Napoca -  
("Romulus Vuia" Ethnographic Park, Cluj-Napoca)**



**- Cluj-Napoca - City Tour-**

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