



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

Babeş-Bolyai
University,
Cluj-Napoca



**Maria Luiza
SOUCA**

Babeş-Bolyai
University,
Cluj-Napoca

An Analysis of Marketing Information on European Capital Cities Websites



**Andreea
MĂRGINEAN**

Babeş-Bolyai
University,
Cluj-Napoca



**Alexandra M.
DRULE**

Babeş-Bolyai
University,
Cluj-Napoca



**Raluca
CIORNEA**

Babeş-Bolyai
University,
Cluj-Napoca

Promoting Knowledge Through Social Media in Romania



**Enikő E.
BODEA**

Babeş-Bolyai
University,
Cluj-Napoca

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



**Maria
OROIAN**

Dimitrie Cantemir
University, Târgu
Mureş



**Marinela
GHEREŞ**

Babeş-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**

Babeş-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

