

**Babeş-Bolyai University of Cluj-Napoca**  
**Faculty of Economics and Business Administration**  
**Marketing Department**

# **PROGRAM**

**International Conference**

**MARKETING – FROM INFORMATION TO DECISION**  
**2<sup>nd</sup> Edition**

**30-31 October 2009**  
**Cluj-Napoca, Romania**



## **Program**

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### ***Friday, October 30, 2009***

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<b>08:00 – 09:30</b>	<b>Registration</b>
<b>09.30 – 10.30</b>	<b>Plenary session (Room 036)</b>
<b>10.30 – 11.00</b>	<b>Coffee break</b>
<b>11:00 – 14:00</b>	<b>Parallel sessions (Rooms 314 &amp; 315)</b>
<b>14:00 – 15.00</b>	<b>Lunch break</b>
<b>15.00 – 17.00</b>	<b>Parallel sessions (Rooms 314 &amp; 315)</b>
<b>17.00 – 17.30</b>	<b>Coffee break</b>
<b>17.30 – 19.30</b>	<b>Parallel sessions (Rooms 314 &amp; 315)</b>
<b>20.00</b>	<b>Dinner</b>

### ***Saturday, October 31, 2009***

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<b>9.00 – 13.00</b>	<b>Networking. Round table on <i>"Marketing bachelor and master graduate competencies - strategic issue for higher education"</i> (Room 314)</b>
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## SCIENTIFIC COMMITTEE

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Prof. Dr. Dr. H.C. **Bernhard SWOBODA** (*University of Trier, Germany*)

Prof. Dr. Dr. H.C. **Horst TODT** (*University of Hamburg, Germany*)

Prof. Dr. **BERÁCS József** (*Corvinus University of Budapest, Hungary*)

As. Prof. Dr. **Andrej BERTONCELI** (*Univ. of Primorska, Slovenia; Univ. of Cambridge, UK*)

Prof. Dr. Dr. H.C. **Nicolae Al. POP** (*Academy of Economic Studies, Bucharest, Romania*)

Prof. Dr. **Valerică OLTEANU** (*Academy of Economic Studies, Bucharest, Romania*)

Prof. Dr. **Ştefan PRUTIANU** („Alexandru Ioan Cuza” *University of Iaşi, Romania*)

Prof. Dr. **Florin FOLTEAN** (*The West University of Timişoara, Romania*)

Prof. Dr. **Ioan PLĂIAŞ** („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Prof. Dr. **Marius D. POP** („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

## ORGANIZING COMMITTEE

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Prof. Dr. **Ioan PLĂIAŞ** („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Prof. Dr. **Marius D. POP** („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

As. Prof. Dr. **Marcel C. POP** („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Lect. Dr. **Ovidiu I. MOISESCU** („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Assist. **Andrei SCRIDON**, PhD Student („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Assist. **Alexandra M. ȚÎRCA**, PhD Student („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Assist. **Dan Cristian DABUJA**, PhD Student („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

Assist. **PÁL Zsuzsa**, PhD Student („Babeş-Bolyai” *University of Cluj-Napoca, Romania*)

## Plenary session

*Friday, October 30, 2009*  
09.30 – 10.30, Room 036

*Chair: Ioan PLĂIAȘ*

The Leadership Role of Information Technology in  
Environmental Corporate Social Responsibility

*Brad ALLEN (Plymouth State University, College of Business Administration)*

**ABSTRACT.** This paper examines the results where thirty-seven of the world's largest IT firms were benchmarked for environmental performances including energy, water, emissions reduction, asset movement, recycling initiatives and corporate environmental transparency. Concerns regarding the materials and processes used in the manufacturing of electronic devices have come under increased scrutiny as part of increase global environmental awareness. What was only a murmur of concern fifteen years ago has become a roar as identification of toxic materials used in manufacturing in the IT industry has forced IT vendors to examine the entire supply chain for potential end of life risk exposure. Primary and secondary data collected for 2008 was collected to compare IT vendors and non-IT vendor's environmental initiatives in an effort to identify leadership and public environmental commitments. The author contends that these results could potential increase vendor brand equity as a result of improved corporate social responsibility metrics. The result of this paper also provided improved transparency to the broad IT industry by using quantitative results when compared and contrasted within competitive IT sectors such as hardware, software and telecommunications & network providers. The author concludes that the IT industry is uniquely position to lead other industries, institutions and individuals in downstream improved environmental behaviours as a result of internally successful environmental improvements. The key area of leadership within the examined IT firms is their increased transparency and reporting of environmental behaviours within the firm. This research concludes that IT vendors that have chosen to measure and report environmental metrics from global operations demonstrate superior environmental performance across the rudimentary metrics established with this research when compared to the non-IT vendor's examined in this study.

## Session 1

**Friday, October 30, 2009**

**11.00 – 14.00; 15.00 - 17.00, 17.30 – 19.30 (Room 314)**

**Chairs: Marius D. POP, Brad ALLEN, Nicoleta-Dorina RACOLȚA-PAINA**

- 1 An Empirical Study of the Factors Inducing Weight Status and the Relationship between Smoking and Body Mass**  
Elena RAPTOU (Democritus University of Thrace, Department of Agricultural Development, Lab of Management and Marketing, Greece)  
George PAPASTEFANOU (Centre for Survey Research and Methodology, Germany)  
Konstadinos MATTAS (Aristotle University of Thessaloniki, Greece)
- 2 Brands as Leading Indicators of Performance**  
BERÁCS József (Corvinus University of Budapest)  
SZÓCS Attila (Sapientia University of Miercurea Ciuc)
- 3 How to Understand the Consumer's and the Market's Way of Thinking**  
Veronica BORICEAN ("Al. I. Cuza" University of Iași, Faculty of Economics and Business Administration)
- 4 Successful Brand Strategies**  
Ilie BUDICĂ (University of Craiova)  
Silvia PUIU (University of Craiova)  
Bogdan Andrei BUDICĂ (University of Craiova)
- 5 The Penetration Strategies of International Hotel Chains on the Romanian Tourist Market**  
Cristina FLEȘERIU ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Marius D. POP ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)
- 6 Maximizing the Benefit of the Association Agreement between Egypt and E.U. Concerning the Agriculture File**  
Alaa EIDin HUSSEIN (Bucharest Academy of Economic Studies)
- 7 The Profile of Foreign Tourists Who Visit Cluj-Napoca**  
Marius C. LAZIN ("Babeș-Bolyai" University, Faculty of Economics and Business Administration)  
Marius D. POP ("Babeș-Bolyai" University, Faculty of Economics and Business Administration)
- 8 Country Branding: Conceptualization and Review**  
Ovidiu I. MOISESCU ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)

- 9 The Implementation of Relationship Marketing in the Frame of Tourism Agencies**  
Claudia Mihaela NICOLAU ("Al. I. Cuza" University of Iași, Faculty of Economics and Business Administration)
- 10 Logistics and Marketing Resources in the Frame of Commercial Societies**  
Claudia Mihaela NICOLAU ("Al. I. Cuza" University of Iași, Faculty of Economics and Business Administration)
- 11 Using Wireless Internet to Conquer Young Consumers. Case Study: The Coffee Houses from Cluj-Napoca, Romania**  
Nicoleta-Dorina RACOLȚA-PAINA ("Babeș-Bolyai" University, Faculty of European Studies)  
Theodora Alexandra LUCA ("Babeș-Bolyai" University, Faculty of European Studies)
- 12 Networking: From Marketing Tool to Marketing Competence. A Perspective on How Romanian SMEs Use It**  
Nicoleta-Dorina RACOLȚA-PAINA ("Babeș-Bolyai" University, Faculty of European Studies)  
Sorina-Diana MONE ("Babeș-Bolyai" University, Faculty of European Studies)
- 13 Study on Factors Affecting Electronic Marketing Adoption for Companies**  
Ciprian ADAM (The West University of Timișoara, Faculty of Economics and Business Administration)
- 14 Considerations on Terminology and Concepts Used in the Electronic Commerce Literature**  
Ciprian ADAM (The West University of Timișoara, Faculty of Economics and Business Administration)
- 15 Conceptual Approaches Regarding Customer Value**  
Anca Cristina DRAGOMIR (The West University of Timișoara, Faculty of Economics and Business Administration)  
Anca Raluca MAGHEȚIU (The West University of Timișoara, Faculty of Economics and Business Administration)
- 16 Research Regarding the Preferences and Habits of Mineral Water Consumer on the Timișoara Market**  
Sorin PRADA (The West University of Timișoara, Faculty of Economics and Business Administration)  
Remus NAGHI (The West University of Timișoara, Faculty of Economics and Business Administration)  
Monica BOLDEA (The West University of Timișoara, Faculty of Economics and Business Administration)
- 17 The Strategic Innovation: Conceptual Framework**  
Gheorghe PREDA (The West University of Timișoara, Faculty of Economics and Business Administration)
- 18 Brand Positioning in the Context of Market Multiculturalism**  
Sabina Mihaela RUSU ("Al. I. Cuza" University of Iași, Faculty of Economics and Business Administration)

- 19 Research on Developing and Implementing Strategic and Operational Plans in Universities**  
Carmen Elena STOENOIU (Technical University of Cluj-Napoca)
- 20 Heritage Tourism - A Marketing Focused Approach**  
Alexandra M. ȚIRCA ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Gabriela C. STĂNCIULESCU (Bucharest Academy of Economic Studies, Faculty of Commerce)  
Alexandru CHIȘ ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)
- 21 The Consumers Attitude Towards the Cultural Products in Cluj Napoca**  
PLEȘA Róbert ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)



## Session 2

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**Friday, October 30, 2009**

**11.00 – 14.00; 15.00 - 17.00, 17.30 – 19.30 (Room 315)**

**Chairs: Ioan PLĂIAȘ, GÁL József, Ciprian Marcel POP**

- 1 Performance Measurement in Retail. A Theoretical Approach**  
ALT Mónika Anetta ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)
- 2 Suggestions for Organizing and Promoting Ecotourism within Romania's Protected Areas**  
Torela-Nicoleta APOSTU ("Babeș Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Marinela GHEREȘ ("Babeș Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)
- 3 The Unique Drivers of Customer Satisfaction and Dissatisfaction in the Field of Commercial Banks**  
BÁTOR Attila (University of Pannonia, Veszprém, Hungary)
- 4 Managing a SPA Business in Economic Downturn**  
Cristina Rodica COLONIȘTEANU (Bucharest Academy of Economic Studies)
- 5 Romanian Consumers Attitudes towards Different Types of Emotions Used in Advertising**  
Raluca COMIATI ("Babeș-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Nicoleta Olimpia NEGREA (E-Marttech Euroline, Cluj-Napoca, Romania)
- 6 The Competitive Strategies on Romanian Cosmetic Market**  
Anca CONSTANTINESCU-DOBRA (Technical University of Cluj-Napoca)
- 7 Do Europeans Appreciate the Romanian Cosmetic Products? An Empirical Study**  
Anca CONSTANTINESCU-DOBRA (Technical University of Cluj-Napoca)
- 8 The Role of Marketing in Environmental Protection and a Complete Model of Environmental Consciousness of Consumers**  
DUDÁS Katalin (University of Pécs, Faculty of Business and Economics, Hungary)
- 9 Particularities of Measuring the Satisfaction of the Services Consumer**  
Luigi DUMITRESCU ("Lucian Blaga" University of Sibiu)  
Hortensia GORSKI (Romanian-German University of Sibiu)  
Mircea FUCIU (Romanian-German University of Sibiu)

- 10 Marketing Fraud: Pyramid Schemes in Eastern Europe**  
Alexandra GOGOZAN ("Babeş-Bolyai" University, Faculty of Economics and Business Administration)
- 11 Marketing Facilities in the Cluster**  
NAHLIK Gábor (University of Pannonia, Veszprém, Hungary)  
GYURIK Pál (University of Pannonia, Veszprém, Hungary)  
DÁNIEL Zoltán András (University of Pannonia, Veszprém, Hungary)
- 12 Bakery Market Segmentation in Romania in the Context of Targeting Consumers for New Products**  
Olimpia OANCEA (University of Piteşti, Faculty of Economics)  
Marinela TANASCOVICI (University of Piteşti, Faculty of Economics)  
Mihaela BRÎNŢEA (University of Piteşti, Faculty of Economics)
- 13 Marketing Research about Customer Retention for Dental Services**  
Gheorghe ORZAN (Bucharest Academy of Economic Studies)  
Daniel Adrian GÂRDAN (Spiru Haret University)  
Iuliana Petronela GEANGU (Spiru Haret University)
- 14 Additional Thoughts on the Response of the Organizations in Crisis Conditions**  
Ionuţ PANDELICĂ (Agora University of Oradea)  
Amalia PANDELICĂ (University of Piteşti)
- 15 The Consumers' Resources Influencing the Organic Food Choice**  
Ioan PLĂIAŞ ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
PÁL Zsuzsa ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)
- 16 Proposals to Adapt the Possibilities of Promoting Rural Tourism to the Identified Consumer Profile**  
Ioan PLĂIAŞ ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Marinela GHEREŞ ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Iuliana POP ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)
- 17 The Need for Renewing the Distribution Strategy in Time of Crises. The Ursus Case**  
Ciprian Marcel POP ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Andreea Ioana MANIU ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Monica Maria ZAHARIE ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Economics and Business Administration)  
Ioan POP ("Babeş-Bolyai" University of Cluj-Napoca, Faculty of Business)

- 18 Marketing Budget in Romanian Small and Medium-Sized Enterprises**  
Felicia SABOU ("Vasile Goldiș" Western University of Arad, Faculty of Economics, Baia Mare Branch)
- 19 Ethic in Ethnic Marketing**  
SAS Annamária G. (University of Pannonia, Veszprém, Hungary)  
KOZMA Ágota (University of Pannonia, Veszprém, Hungary)
- 20 Corporate Social Responsibility and Cause Related Marketing at Mars Inc. Hungary**  
VIRÁG-NEUMANN Ildikó (University of Pannonia, Veszprém, Hungary)
- 21 Marketing Communication and Logistics – Past and Future of Mezohegyes Railway Line**  
ZSÓTÉR Brigitta (University of Szeged, Faculty of Engineering, Hungary)  
GÁL József (University of Szeged, Faculty of Engineering, Hungary)
- 22 The Competitional Environment in the Romanian Retail**  
Sorin PRADA (The West University of Timișoara, Faculty of Economics and Business Administration)  
Lucian LĂDAR (The West University of Timișoara, Faculty of Economics and Business Administration)

