

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

PROGRAM

International Conference
MARKETING – FROM INFORMATION TO DECISION
3rd Edition
29 October 2010

Cluj-Napoca, Romania

Program

Friday, October 29, 2010

09:00 – 10:00	Registration
10.00 – 11.00	Plenary session (Room 009)
11.00 – 11.30	Coffee break
11:30 – 13:30	Parallel sessions (Rooms 314 & 315)
13:30 – 14.30	Lunch break
14.30 – 16.30	Parallel sessions (Rooms 314 & 315)
16.30 – 17.00	Coffee break
17.00 – 19.00	Parallel sessions (Rooms 314 & 315)
19.30	Dinner

SCIENTIFIC COMMITTEE

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

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

Prof. Dr. József BERÁCS
Corvinus University of Budapest, Hungary

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University of Fribourg, Switzerland

Prof. Dr. Thomas FOSCHT
University of Graz, Austria

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Academy of Economic Studies, Bucharest, România

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Prof. Dr. Marius D. POP
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As. Prof. Dr. Marcel C. POP
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ORGANIZING COMMITTEE

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Teach. Assist. Monica M. ZAHARIE, PhD Student
Babeș-Bolyai University, Cluj-Napoca, România

PLENARY SESSION

Friday, October 29, 2010

10.00 – 11.00, Room 009

Chair: Ioan PLĂIAȘ

***Knowledge Export, Special Emphasis on University
Professors***

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

***Contemporary Marketing: Towards a Theoretical and
Practical Extremism?***

*Associate Prof. Dr. Călin Gurău
GCSM – Montpellier Business School, France*

SESSION 1 (Room 314)

Chairs: Marius D. POP, Gheorghe Alexandru CATANA

11.30 – 13.30

1. The consequences of the financial crisis on promotional policy of companies

Béla SCHOLTZ

(West University "Vasile Goldiș" of Arad, Satu Mare Branch)

2. Investigating the Role of Brand Awareness in Reducing the Perceived Risk Associated to Online Buying of Tourism Services

Patricia BERTEA

(Al. I. Cuza University of Iași, Faculty of Economics and Business Administration)

Ovidiu I. MOISESCU

(Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

3. Social responsibility values : managers and students perspective

Doina CATANA

(Technical University of Cluj-Napoca)

Gheorghe Alexandru CATANA

(Technical University of Cluj-Napoca)

4. A Qualitative Model for Brand Evaluation with a Pilot-Implementation in the Case of Ursus

Daniel CAZAN

(Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Ovidiu I. MOISESCU

(Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

SESSION 1 (Room 314)

5. Value-Added Services offered in luxury restaurants and their implication for customer satisfaction

Raluca CIORNEA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Marius Dorel POP

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Alexandra Maria TIRCA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Mihai Florin BACILA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

14.30 – 16.30

6. Transport Service Marketing

Florin Constantin DOBOCAN

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

7. The basic profile of the urban tourism consumers which are using the international hotel chains (in Romania)

Cristina FLESERIU

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Marius C. LAZIN

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

SESSION 1 (Room 314)

8. Practical Considerations on Adapting Marketing Decisions to Nowadays' Online Young Romanian Consumers

Theodora Alexandra LUCA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of European Studies)

Nicoleta-Dorina RACOLTA-PAINA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of European Studies)

9. Virtual Market. Study case on 20 sectors of Romanian economy

Radu Adrian MLESNITA

(Centrul de Afaceri Transilvania)

Adela ZIFCEAC

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

10. Mobile Networking for Mobile Marketing (mNet-4-mMk)

Adela ZIFCEAC

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Radu Adrian MLESNITA

(Centrul de Afaceri Transilvania)

17.00 – 19.00

11. Additional value-added to consumers of cultural/artistic services in Cluj Napoca

Róbert PLESA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

SESSION 1 (Room 314)

12. Work and Travel – factor of influence in students’ personal branding

Giovana POP

(Babes-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Marius Dorel POP

(Babes-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

13. Protection of Life insurance policyholders through Grievances handling – Social Responsibility of Life Insurers in India

Pushpender KUMAR

(University of Delhi, Kirori Mal College, India)

14. The Online Marketing Mix of Hospitality Units From Harghita, Mureş and Covasna Counties, Romania: Two Exploratory Studies

László SEER

(Babes-Bolyai University of Cluj-Napoca, Faculty of Sociology and Social Work)

15. Corporate social responsibility in banking sector in India

Smita MEENA

(University of Delhi, Kamala Nehru College, India)

SESSION 2 (Room 315)

Chairs: József BERÁCS, Ioan PLAIAS, Ciprian Marcel POP

11.30 – 13.30

1. Marketing research regarding business type customer loyalty for noncarbonated beverages on the Romanian market

Jacob CATOIU

(The Bucharest Academy of Economic Studies, Bucharest, Romania)

Daniel Adrian GARDAN

(Spiru Haret University, Bucharest, Romania)

2. Credibility's Dimensions of Commercial Web Sites

Oana CIOBANU

(Alexandru Ioan Cuza University of Iasi)

Claudia BOBALCA

(Alexandru Ioan Cuza University of Iasi)

3. Les particularités du plan de marketing pour exportation des producteurs roumaines de cosmétiques

Anca CONSTANTINESCU-DOBRA

(Technical University of Cluj-Napoca)

4. Conceptual approaches of brand loyalty

Ramona CUCEA

(“D.P.M. College” of Alba Iulia)

Larisa DRAGOLEA

(“1 Decembrie 1918” University of Alba Iulia)

Silvia-Ştefania MIHALACHE

(“1 Decembrie 1918” University of Alba Iulia)

SESSION 2 (Room 315)

5. Romanian Consumers' Attitudes towards Counterfeits – An Empirical Study

Dan Cristian DABIJA

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Ioana Nicoleta ABRUDAN

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

14.30 – 16.30

6. Innovation Diffusion and Adoption of New Products

Gianina FADOR (LALA)

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

7. Dentists and Romanian consumers' perception regarding marketing activity for dental healthcare services

Daniel Adrian GARDAN

(Spiru Haret University of Bucharest, Romania)

Iuliana Petronela GEANGU

(Spiru Haret University of Bucharest, Romania)

Gheorghe ORZAN

(The Bucharest Academy of Economic Studies, Bucharest, Romania)

Mariana Ramona GEANGU

(Adjud Municipal Hospital, Adjud, Romania)

8. Strategic benchmarking in public services

Alexandra GOGOZAN

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Marinela GHERES

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

SESSION 2 (Room 315)

9. Marketing flexibility for new product development

Călin GURAU

(GCSM –Montpellier Business School, France)

10. Romanian paint market in times of crisis

Simona – Silvana MARGINEAN

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

17.00 – 19.00

11. Sports marketing – It's not just a game anymore

Tudor NICIPORUC

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

12. What drives the Romanian bank market? A benchmarking approach

Ciprian Marcel POP

(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)

Andreea Ioana MANIU

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Mircea Andrei SCRIDON

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

13. Malted Food Drinks in India- a study on Consumer Behavior

Priyanka MEENA

(Agro Tech Foods Ltd., An Affiliate of ConAgra Foods US, India)

SESSION 2 (Room 315)

14. Bank Personnel Quality Dimensions

Lăcrămioara RADOMIR

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Ioan PLAIAS

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Voicu Cosmin NISTOR

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

Andrei Mircea SCRIDON

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

15. A Tourist Place Image: Biertan Fortified Church

Silvana ŞERB

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)