

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

# **PROGRAM**

**International Conference**  
**MARKETING – FROM INFORMATION TO DECISION**  
**4<sup>th</sup> Edition**  
**28-29<sup>th</sup> October 2011**

**Cluj-Napoca, Romania**



## **PROGRAM**

**Friday, October 28, 2011**

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

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

**11:00 – 11:30 Coffee break**

**11:30 – 13:00 Parallel sessions - Rooms 314 & 315**

**13:00 – 14:00 Lunch break – Panorama Caffè**

**14:00 – 16:00 Parallel sessions - Rooms 314 & 315**

**16:00 – 16:30 Coffee break**

**16:30 – 18:30 Parallel sessions - Rooms 314 & 315**

**19:00 Dinner – „Hanul Dacilor”, Iulius Mall**

**Saturday, October 29, 2011**

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**09:00 – 11:00 Workshop - Room 314**

## SCIENTIFIC COMMITTEE

- Prof. Bernhard SWOBODA, Dr., Dr. H.C.  
University of Trier, Germany
- Prof. Horst TODT, Dr., Dr. H.C.  
University of Hamburg, Germany
- Prof. József BERÁCS, Dr.  
Corvinus University of Budapest, Hungary
- Prof. Dirk MORSCHEIT, Dr.  
University of Fribourg, Switzerland
- Prof. Thomas FOSCHT, Dr.  
University of Graz, Austria
- Prof. Nicolae Al. POP, PhD, Dr. H.C.  
Academy of Economic Studies, Bucharest, Romania
- Prof. Valerică OLTEANU, PhD  
Academy of Economic Studies, Bucharest, Romania
- Prof. Ștefan PRUTIANU, PhD  
Al. I. Cuza University of Iași, Romania
- Prof. Gheorghe Alexandru CATANĂ. PhD  
Technical University of Cluj-Napoca, Romania
- Prof. Ioan PLĂIAȘ, PhD  
Babeș-Bolyai University of Cluj-Napoca, Romania
- Prof. Marius D. POP, PhD  
Babeș-Bolyai University of Cluj-Napoca, Romania
- As. Prof. Marcel C. POP, PhD  
Babeș-Bolyai University of Cluj-Napoca, Romania

## ORGANIZING COMMITTEE

- Prof. Ioan PLĂIAȘ, PhD  
Babeș-Bolyai University, Cluj-Napoca, Romania
- As. Prof. Marcel C. POP, PhD  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Alexandra M. DRULE (ȚÎRCA), PhD  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Raluca CIORNEA, PhD Student  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Andreea I. MANIU, PhD Student  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Lăcrămioara RADOMIR, PhD Student  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Andrei M. SCRIDON, PhD Student  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Luiza M. SOUCA, PhD Student  
Babeș-Bolyai University, Cluj-Napoca, Romania
- Teach. Assist. Monica M. ZAHARIE, PhD Student  
Babeș-Bolyai University, Cluj-Napoca, Romania

## **PLENARY SESSION**

**Friday, October 28, 2011**

**10:00 – 11:00, Room 118**

***Chair: Prof. Ioan PLĂIAȘ, PhD***

### ***What next? Marketing during crisis***

Assoc. Prof. Dr. Călin GURĂU  
GCSM – Montpellier Business School, France

Friday, October 28, 2011

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## **SESSION 1 (Room 314)**

**11:30 – 13:00**

***Chairs:* Prof. Gheorghe Alexandru CATANĂ , PhD; Lect. Ovidiu Ioan MOISESCU, PhD**

**1. Influence of adoption factors and risks on e-commerce and online marketing**

Ciprian ADAM

**2. Consumption-based segmentation: An analysis of a telecom company's customers**

Mihai Florin BĂCILĂ; Adrian RĂDULESCU; Ioan Liviu MĂRAR

**3. Company social responsibility in Romanian and German students' vision**

Gheorghe Alexandru CATANĂ; Doina CATANĂ

**4. Study regarding the quality of teaching in higher education institutions**

Alexandra Maria DRULE (ȚÎRCA); Raluca CIORNEA; Marius Dorel POP; Alexandru CHIȘ

**5. Internet and e-commerce – tools for creating value in the e-marketplace**

Mircea FUCIU; Lucian LUNCEAN; Luigi DUMITRESCU

**14:00 – 16:00**

***Chairs:*** Prof. Gheorghe Alexandru CATANĂ, PhD; Lect.  
Mihai Florin BĂCILĂ, PhD

**1. The analysis of the risks assumed by the entrepreneurs in tourism industry**

Marinela GHEREȘ; Alexandra GOGOZAN; Iuliana POP

**2. Removing biases: the physical elements affecting left – digit price cognition**

Chien-Huang LIN; Jyh-Wen WANG

**3. The rise of the internet – the new force of the consumer**

Simona Silvana MĂRGINEAN

**4. A prototype of on-line database for internet consumers of on-line stores in Romania**

Loredana MOCEAN

**5. An empirical and exploratory investigation of Romania's country brand image**

Ovidiu Ioan MOISESCU

**6. Marketing of public organizations. The case of Romanian public agency – an action research approach**

Sorina Diana MONE; Nicoleta Dorina RACOLȚA-PAINA

**7. Customer valuation model adaption based on the case of a large public service provider in Hungary**

Ákos András NAGY; Péter FODOR; Krisztián SZÜCS



**16:30 – 18:30**

***Chairs:*** Lect. Mihai Florin BĂCILĂ, PhD; Lect. Ovidiu Ioan MOISESCU, PhD

**1. Should we segment the mobile phone market in case of the Romanian teenagers?**

Mónika –Anetta ALT; Zsuzsa PÁL

**2. Factors affecting e-procurement adoption**

Corina POP SITAR

**3. The behavior of health care services consumer**

Ruxandra RADOVICIU

**4. Future trends in alternative banking**

Mihai-Florin TALPOȘ

**5. How SR management can help marketing?**

Tami ZILBERG

**6. Qualitative research in order to determine a conceptual model of integrated marketing communication to increase the efficiency of communication within the bakery industry in Romania**

Olimpia OANCEA

**7. The effects of the economic crisis over consumers' behaviour. Empirical evidences from Romania**

Amalia PANDELICĂ

Ionuț PANDELICĂ

## **SESSION 2 (Room 315)**

**11:30 – 13:00**

***Chairs:*** Lect. Cosmin Voicu NISTOR; PhD; Assoc. Prof.  
Ciprian Marcel POP, PhD

### **1. Definitions and classifications of shopping centers**

Ioana Abrudan

### **2. Measuring luxury value perception: additions to the model of Wiedmann et al. (2007)**

Raluca CIORNEA, Marius Dorel POP, Mihai Florin BĂCILĂ,  
Alexandra Maria DRULE (ȚÎRCA)

### **3. The impact of assortment on satisfaction, trust and loyalty in retailing**

Dan Cristian DABIJA

### **4. Advergaming: marketing advantages and risks involved**

Alina GHIRVU

### **5. Marketing and supply chain paradigms: convergence and integration**

Călin GURĂU

**14:00 – 16:00**

***Chairs:*** Prof. Ioan PLĂIAȘ, PhD; Assoc. Prof. Călin GURĂU, PhD

**1. The evaluation of inflation forecast uncertainty for the improvement of marketing plan**

Mihaela BRATU

**2. Marketing communication: a conceptual approach**

Gianina LALA

**3. The relationship between market orientation, learning orientation and performance. An approach from the point of view of the company's learning capabilities**

Aida Mihaela LUNTRARU

**4. The “dark side” of shopping – Materialism as a driving force in deviant consumer behaviour**

Andreea Ioana MANIU; Monica Maria ZAHARIE

**5. La perception des roles maritaux dans les processus de decision dans le context mondial**

Adriana MANOLICĂ; Teodora ROMAN

**6. The Romanian high-educated youth market for internet banking: investigating the drivers of adoption**

Voicu Cosmin NISTOR; Alan WILSON; Sorin Adrian TĂMAȘ; Lăcrămioara RADOMIR

**7. Standardization - a solution to product counterfeiting in international markets**

Nicolae Alexandru POP; Ciprian Marcel POP; Dan Cristian DABIJA

**16:30 – 18:30**

***Chairs:* Prof. Ioan PLĂIAȘ, PhD Assoc. Prof. Ciprian Marcel POP, PhD;**

**1. Cause related marketing – a tool used for maintaining or improving consumer's brand loyalty**

Ioan PLĂIAȘ; Ramona CUCEA; Silvia Ștefania MIHALACHE

**2. Positive marketing – a new meaning of solution**

Yoram GALLI

**3. Becoming a solution – focused marketing team**

Yoram GALLI; Itshak SHAULL

**4. Electronic negotiation – advantage/disadvantage**

Itshak SHAULL

**5. A brief literature review on perceived value**

Mircea Andrei SCRIDON

**6. SERVQUAL – Thirty years of research on service quality with implications for customer satisfaction**

Maria Luiza SOUCA

**7. Implementing Customer focused Service Concept in Auto Workshops in Israel**

Avi BALAS; Fadil TAREEF

**Saturday, October 29, 2011**

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***WORKSHOP – “Understanding and insights of the point of balance between affective and cultural-organizational factors that are involved in negotiation processes”***

Itshak SHAULL, PhD Student