

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

PROGRAM

International Conference
MARKETING – FROM INFORMATION TO DECISION
5th Edition
26-27th October 2012

Cluj-Napoca, Romania
2012

PROGRAM



JIDVEI

Friday, October 26, 2012

**09:30 – 10.00 Registration - Faculty of Economics and
Business Administration - Ground Floor**

10:00 – 12:00 Plenary session - Room 118

12:00 – 12:30 Coffee break

12:30 – 14:00 Parallel sessions - Rooms 314, 315 & 316

14:00 – 15:00 Lunch break – Panorama Caffè

15:00 – 16:50 Parallel sessions - Rooms 314, 315 & 316

16:50 – 17:10 Coffee break

17:10 – 19:00 Parallel sessions - Rooms 314, 315 & 316

19:00 Dinner – “Hanul Dacilor”, Iulius Mall

Saturday, October 27, 2012

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 MORSCHETT, 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
- Assoc. Ovidiu I. MOISESCU, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania
- Assoc. Prof. Marcel C. POP, PhD
Babeș-Bolyai University of Cluj-Napoca, Romania

ORGANIZING COMMITTEE

- Prof. Ioan PLĂIAȘ, PhD
Babeș-Bolyai University, Cluj-Napoca, Romania
- Assoc. Prof. Marcel C. POP, PhD
Babeș-Bolyai University, Cluj-Napoca, Romania
- Lecturer Dan-Cristian DABIJA, 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 26, 2012

10:00 – 12:00, Room 118
Chair: Prof. Ioan PLĂIAȘ, PhD

I. THE USE AND EFFECTIVENESS OF CODES OF ETHICS – A LITERATURE REVIEW

Anca YALLOP
Coventry University London Campus, UK
anca.yallop@culc.coventry.ac.uk

II. WHO ARE YOUR CLIENTS? AN ANALYSIS OF MODERN BUSINESS SCHOOLS FROM A MARKETING PERSPECTIVE

Călin GURĂU
Groupe Sup de Co Montpellier Business School, Montpellier,
France
calingurau@gmail.com

III. BOOK LAUNCH PRESENTATION

Nicolae Al. POP (ed.) “*International Marketing*”
nicolae_al_pop@yahoo.com
Speaker – Ioan PLĂIAȘ
ioan.plaias@econ.ubbcluj.ro



Friday, October 26, 2012

SESSION 1 (Room 314)

12:30 – 14:00

Chairs: Assoc. Prof. Călin GURĂU, PhD

Prof. Ioan PLĂIAȘ, PhD

Assoc. Prof. Ovidiu Ioan MOISESCU, PhD

1. The internet marketing and the SMEs. A comparative analysis of dentistry strategies for online and printed advertising

Anca Constantinescu-Dobra

2. The importance of studying behavior in the effort of educating consumers towards ecological awareness

Ioan Fotea

Silvia L. Fotea

3. Implications of employee's motivation and loyalty regarding customer loyalty in retail activity context

Daniel Adrian Gârdan

Gheorghe Orzan

Iuliana Petronela Geangu

4. Methods of online promotion for services, training and adult's education

Claudiu-Dan Gostian

15:00 – 16:50

Chairs: Assoc. Prof. Călin GURĂU, PhD

Prof. Ioan PLĂIAȘ, PhD

Assoc. Prof. Ovidiu Ioan MOISESCU, PhD

1. ENTREPRENEURIAL MARKETING: SPECIFICITIES, CHALLENGES AND OPPORTUNITIES

CĂLIN GURĂU

2. Knowing your customers through satisfaction to loyalty

Cosmin Bogdan Micu

3. Empirical analysis of the relation between organizational performance and integrated marketing communication within the Romanian bakery industry

Olimpia Oancea

Amalia Pandelică

4. Store atmosphere: conceptual issues and it's impact on shopping behavior

Meda Roxana Olăhuț

Jaafar El-Murad

Ioan Plăiaș

5. Tourism preferences and choices of young Romanian FACEBOOK users: travel frequency, seasons and types of destinations

Ovidiu Ioan Moisescu

17:10 – 19:00

Chairs: Assoc. Prof. Călin GURĂU, PhD
Prof. Ioan PLĂIAȘ, PhD
Assoc. Prof. Ovidiu Ioan MOISESCU, PhD

1. The impact of subjective and objective knowledge on attitudes towards organic food consumption

Pál Zsuzsa

2. Community orientation plus: the construct and conceptual framework proposition

Amalia Pandelică

Mihaela Diaconu

Ionuț Pandelică

3. Can attitude to advertisement influence brand attitude and purchase intention? Empirical findings from the Romanian banking system

Raluca Băbuț (Comiati)

Dan-Cristian Dabija

4. A review of the service quality concept – past, present and perspectives

Lăcrămioara Radomir

Ioan Plăiaș

Voicu Cosmin Nistor

SESSION 2 (Room 315)

12:30 – 14:00

Chairs: Lect. Anca YALLOP, PhD

Prof. Gheorghe ORZAN, PhD

Assoc. Prof. Ciprian Marcel POP, PhD

1. Determinants of shopping centers' image for Romanian consumers

Ioana Nicoleta Abrudan

2. ROMANIAN CHEESE MARKET SEGMENTATION

Alt Mónica-Anetta

3. Service quality in theatre. An exploratory study

Andreea Ciceo

4. The customer – employee relationship in services marketing

Iulia – Oana Enasel

15:00 – 16:50

Chairs: Lect. Anca YALLOP, PhD

Prof. Gheorghe ORZAN, PhD

Assoc. Prof. Ciprian Marcel POP, PhD

1. A CSR benchmarking model with an emphasis on the environmental component

Alexandra Gogozan

Marinela Ghereș

Ciprian-Marcel Pop

2. What is and why do we need ambient advertising? A theoretical approach

Maria Alina Jurca

3. Transylvanian inhabitants attitude regarding advertising

Andrei Lăncrănjan

4. Employer branding opportunities among young entrants in Hungary

Nagy Ákos András

Putzer Petra Eszter

5. Public Institutions Marketing – The impact over the economic growth

Daniel Claudiu Paraschiv

17:10 – 19:00

Chairs: Lect. Anca YALLOP, PhD

Prof. Gheorghe ORZAN, PhD

Assoc. Prof. Ciprian Marcel POP, PhD

1. Functional value and risk in Romanian SMEs

Andrei Mircea Scridon

2. International negotiation

Itshak Shaul

3. SERVQUAL and the Romanian hospitality industry: a study

Luiza Maria Souca

4. How could children become bad consumers - materialistic values and ethics

Monica Maria Zaharie

Andreea Ioana Maniu

SESSION 3 (Room 316)

12:30 – 14:00

***Chairs:* Assoc. Prof. Corina POP SITAR, PhD**

Prof. Nicolae Al. POP, PhD

Lect. Mihai BĂCILĂ, PhD

1. RFM based segmentation: an analysis of a telecom company's customers

Mihai-Florin Băcilă

Adrian Rădulescu

Ioan Liviu Marar

2. The spiritual, ethical and economical impact of religious tourism: the case of Transylvanian monasteries

Alexandra-Maria Drule

Alexandru Chiș

Raluca Ciornea

3. Study on the usage of online social networks by university students from Sibiu county and its impact on organisations

Mircea Fuciu

Lucian Luncean

Luigi Dumitrescu

4. Engagement marketing: the future of relationship marketing in higher education

Ana Camelia Gordan

Torela-Nicoleta Apostu

Marius Dorel Pop

15:00 – 16:50

***Chairs:* Assoc. Prof. Corina POP SITAR, PhD**

Prof. Nicolae Al. POP, PhD

Lect. Mihai BĂCILĂ, PhD

1. Pilot survey regarding patient satisfaction towards medical services provided by alba county emergency hospital

Ruxandra Lazea (Radoviciu)

2. The consequences of market orientation on the organizational learning in small and medium enterprises in the Western part of Romania. Results and conclusions of the research

Aida Mihaela Luntraru

Viorica Băeșu

3. Men as consumers of body care products specially designs for them

Adriana Manolica

Teodora Roman

Bianca Mihaela Ciobanu

4. The consumer behaviour in social networks

Loredana Mocean

5. Developing the research instrument for measuring loyalty within the financial-accounting services

Claudia Ioana Petrușcă

Magdalena Danileț

17:10 – 19:00

Chairs: Assoc. Prof. Corina POP SITAR, PhD

Prof. Nicolae Al. POP, PhD

Lect. Mihai BĂCILĂ, PhD

1. Modern tools for sales promotion – online promotions

Adrian-Gabriel Pocol

2. Knowledge based society: optimization of management decisions in the supply chain regarding the buying of business services

Corina Pop Sitar

3. The possible causes of low e-commerce adoption in Romania – conceptualization of trust effect with regard to low level of technology acceptance

László Seer

József Berács

Marius D. Pop

4. Marketing activity in the information society

Georgeta Șoavă

Mircea Alexandru Răduțeanu

5. Some factors that influence ospitality services suppliers' decision to include traditional products in their offer

Teodora Mihaela Tarcza



JIDVEI®

Saturday, October 27, 2012 – WORKSHOP

International Conference on Marketing

Marketing From inFormation
to decision

5th Edition

Cluj-Napoca, Romania
26-27th October 2012

“Negotiation: the financial and affective point of balance in international purchasing negotiations in high-tech companies”

Itshak SHAULL, PhD Student

Discussants:

Ioan PLĂIAȘ

Raluca BĂBUȚ (COMIATI)

Radu COCEAN

Ovidiu Ioan MOISESCU

International Conference on Marketing

Marketing From inFormation
to decision

5th Edition

Cluj-Napoca, Romania
26-27th October 2012