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MAR^KUBB

Marketing
From information to decision
Journal

PROGRAM & ABSTRACTS

International Conference

Marketing

from information

to decision



12th Edition

Cluj-Napoca, Romania
25-26 October 2019



UNIVERSITATEA BABEȘ-BOLYAI
TRADIȚIE ȘI EXCELENȚĂ



UBBFSEGA
Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestiunea Afacerilor



MAR^UUBB
MARKETING FOR ADDING VALUE



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International Conference

MARKETING – FROM INFORMATION TO DECISION

12th Edition

25-26 October 2019

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, 25 October 2019

09:30 – 10:00 Registration
10:00 – 11:00 Plenary session
11:00 – 11:30 Coffee break & Posters section
11:30 – 13:00 Workshop
13:00 – 14:00 Lunch
14:00 – 15:30 Sessions A1 & B
15:30 – 15:45 Coffee break
15:45 – 17:15 Session A2
17:15 – 17:30 Coffee break
17:30 – 19:00 Session A3
19:30 – Dinner

Saturday, 26 October 2019

9:00 – 20:00 Social Program - Excursion



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)
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- Dr. Dirk MORSCHETT (University of Fribourg, Switzerland)
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- Dr. Ciprian-Marcel POP (Babeș-Bolyai University, Cluj-Napoca, Romania)
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- Dr. Dr. H.C. Horst TODT (University of Hamburg, Germany)
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- 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)
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- Dr. Anca C. YALLOP (Auckland University of Technology, New Zealand)



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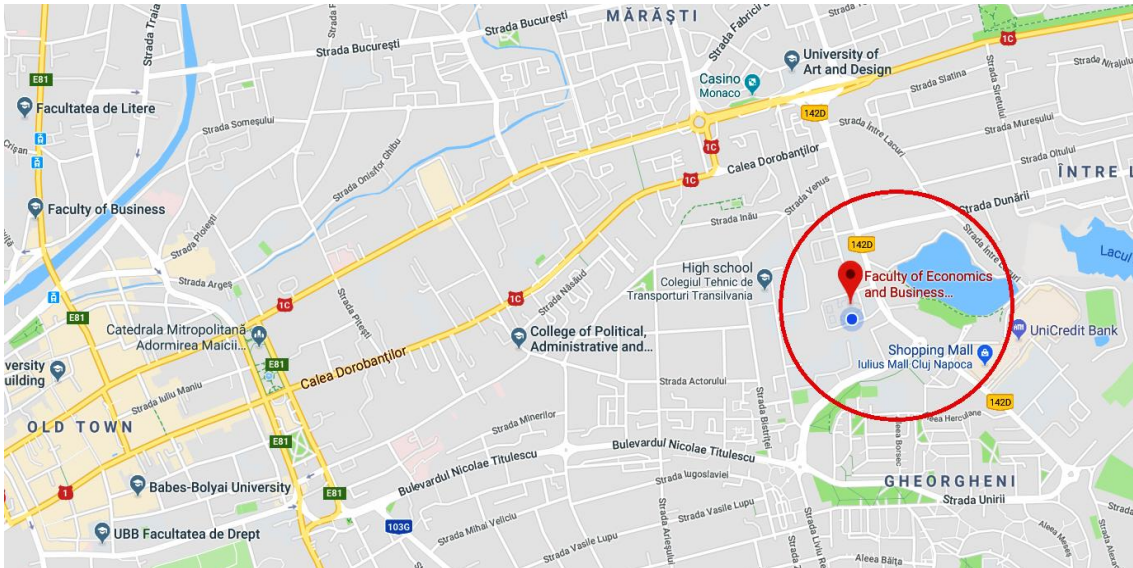
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Dr. Maria Luiza SOUCA (Babeș-Bolyai University, Cluj-Napoca, Romania)

Dr. Monica Maria TOMȘA (Babeș-Bolyai University, Cluj-Napoca, Romania)



Conference venue



Friday, 25 October 2019

Plenary session

10:00 – 11:00 (Room 118)

To Predict, or Not to Predict



Keynote speaker:

Marko
SARSTEDT

Otto-von-Guericke-University Magdeburg, Germany
Monash University Malaysia

About the keynote speaker:

- His main research is in the application and advancement of **structural equation modeling methods** to further the understanding of consumer behavior and to improve decision-making.
- His research has been **published in world-leading journals** such as *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Organizational Research Methods*, *MIS Quarterly*, *International Journal of Research in Marketing*, *Tourism Management*, *Long Range Planning*, *Journal of World Business*, and *Journal of Business Research*.
- He co-authored various **widely adopted textbooks**, including "A Primer on Partial Least Squares Structural Equation Modeling" and "Advanced Issues in Partial Least Squares Structural Equation Modeling".
- His research ranks **among the most frequently cited in the social sciences**, having won numerous best paper and citation awards, including five Emerald Citations of Excellence awards.
- In 2018 he was ranked **among the three most influential researchers** in Germany, Austria, and Switzerland (F.A.Z. ranking), was included in the Clarivate Analytic's **Highly Cited Researcher List**, and won the **Research Award** at the Otto-von-Guericke-University.



Friday, 25 October 2019

Posters

11:00 – 11:30 (First Floor)

An Analysis of the Antecedents of Theme Parks Visitors' Satisfaction and Loyalty



**Mihaela-Corina
DOROBANȚU**

Babeș-Bolyai University of
Cluj-Napoca, Romania

**The Impact of Materialism and Narcissism on
Online Sharing Behavior Among Generations Y and Z**



**Ioana
DAN**

Babeș-Bolyai University of
Cluj-Napoca, Romania

Friday, 25 October 2019

Workshop

11:30 – 13:00 (Room 118)

Eye Tracking Technology – A Source of Innovation in Research



Speaker & trainer:

**Patricia-Elena
BERTEA**

Alexandru Ioan Cuza University of Iași, Romania

Eye tracking is a technology that offers every researcher valuable, objective insights about users, insights that could not be otherwise understood. By tracking the gaze, both cognitive and emotional processes, unique for every person, can be understood. Eye tracking technology can be used in any domain, from marketing to medicine, its advantage being that it is an unobtrusive technique. The eye tracker can be either remote (attached to a computer) or head-mounted. The remote device allows for testing how users react to different advertisements, for understanding interactions with search engines, websites, applications or any type of digital product. The head-mounted device allows for head and body mobility and tracks natural behavior. For example, it can be used for analyzing shelf-behavior in supermarkets and advertising for children, taking into consideration that they are always on the move, playing.

About the speaker & trainer:

- She is an entrepreneur and university lecturer, with an experience of more than 14 years in both business and academia.
- With a strong inclination towards innovation, she opened her own business – the agency Brandweb – in 2005, while she was a student.
- She teaches several marketing disciplines: E-commerce, PR, Introduction to Marketing etc.
- Focusing on both research and market trends, she was the initiator of many creative projects. TechIdeas is one of her signature projects, created for bringing Business Information Systems' students closer to the real business world.
- She founded HUMANIZE – Research Center for Digital Products, the first research center focused on digital from Romania, which has at the core an edge-cutting eye tracking technology.

Friday, 25 October 2019

Session A1

14:00 – 15:30 (Room 118)

Chairs: Peter BROEDER; Marko SARSTEDT

Country Brand Image and Wine Brand Image Relationships



Costinel
DOBRE

West University
of Timișoara,
Romania



Anca M.
MILOVAN

West University
of Timișoara,
Romania



Marinela V.
ARDELEAN

West University
of Timișoara,
Romania

Explaining Migration of Facebook Users to Instagram Through Novel Qualitative Methods



Alexandra
HUȚĂNU

Alexandru Ioan
Cuza University
of Iași, Romania



Patricea-Elena
BERTEA

Alexandru Ioan
Cuza University
of Iași, Romania

The Generation Z Consumers' Attitude Toward NFC Mobile Payment in Retail – a Romanian Perspective



Ibolya
VIZELI

Babeș-Bolyai
University of Cluj-
Napoca, Romania



Mónika-Anetta
ALT

Babeș-Bolyai
University of Cluj-
Napoca, Romania

Generations X, Y and Z: The Impact on Luxury Consumer Behaviours in The Digital Age



Amadea R.
AGAPIE

West University
of Timișoara,
Romania



Gabriela
SÎRBU

West University
of Timișoara,
Romania

Friday, 25 October 2019

Session B

14:00 – 15:30 (Room 314)

Chairs: Marcel C. POP; Dan Cristian DABIJA

**What Makes IT Specialists Loyal Employees?
Employer Branding in Emerging Markets**



**Frigyes Krisztián
SZŰCS**

Babeș-Bolyai University of
Cluj-Napoca, Romania

The Concept of Tenant Mix and Its Importance for the Shopping Centres



**Cosmin Bogdan
MICU**

Babeș-Bolyai University of
Cluj-Napoca, Romania

**Time Series Modelling for the Romanian Wine Production and Export from 1950
until 2016 and Suggestions for Wine Marketing Strategies**



**Tamas
BANDI**

Babeș-Bolyai University of
Cluj-Napoca, Romania

Marketing Aspects of Crowdfunding Campaigns – A Project Owner Perspective



**Peter
KONHÄUSNER**

Babeș-Bolyai University of
Cluj-Napoca, Romania

Friday, 25 October 2019

Session A2

15:45 – 17:15 (Room 118)

Chairs: Dan Cristian DABIJA; Marcel C. POP

The Effect of a Privacy Policy Mark on Online Consumers from Different Cultures



Peter
BROEDER

Tilburg
University, The
Netherlands



Adriaan de
PUTTER

Tilburg
University, The
Netherlands

Measuring Student Happiness – The Development of a Scale



Patricea-Elena
BERTEA

Alexandru Ioan
Cuza University
of Iași, Romania



Alexandra
HUȚANU

Alexandru Ioan
Cuza University
of Iași, Romania

The Integration of Behavioural Change Models in Social Marketing Programs in Public Health



Oxana
SAVCIUC

Academy of
Economic Studies
of Moldova



Alina
TIMOTIN

Academy of
Economic Studies
of Moldova

Instruments of Developing Social Marketing in Public Health



Alina
TIMOTIN

Academy of Economic Studies of Moldova;
Nicolae Testemitanu State University of
Medicine and Pharmacy of Moldova

Local Citizens Influence on the Company's CSR Communication



Younes
ZIEITA

University of 8
Mai 1945 of
Guelma, Algeria



Samiha
CHENAG

Manouba
University,
Tunisia

Friday, 25 October 2019

Session A3

17:30 – 19:00 (Room 118)

Chairs: Patricea-Elena BERTEA; Peter BROEDER

Implementing and Funding Innovation in the 21st Century Museum



Oana Iulia
ENĂȘEL

Babeș-Bolyai
University of Cluj-
Napoca, Romania



Dan-Cristian
DABIJA

Babeș-Bolyai
University of Cluj-
Napoca, Romania

It's a Relationship Business! An Embedded Networks' Internationalization as a Process of Sense-Giving and Sensemaking; The Case of Japan, Shipping Industry



Zsuzsanna
JÁRFÁS

Babeș-Bolyai University of Cluj-Napoca, Romania;
CoreLogic, Japan

Circular Economy Actions of Food Retailers on an Emerging Market



Claudiu
PUȘCAȘ

Babeș-Bolyai
University of
Cluj-Napoca,
Romania



Dan-Cristian
DABIJA

Babeș-Bolyai
University of
Cluj-Napoca,
Romania



Brândușa
BEJAN

Babeș-Bolyai
University of
Cluj-Napoca,
Romania

Revitalizing Rural Tourism Through Creative Means: The Role and Importance of the Local Community



Maria Luiza
SOUCA

Babeș-Bolyai University of Cluj-Napoca, Romania

Abstracts

(In alphabetical order of first authors surnames)

Generations X, Y and Z: The Impact on Luxury Consumer Behaviours in The Digital Age

Amadea Ruxandra AGAPIE¹, Gabriela SÎRBU¹

¹West University of Timișoara, Faculty of Economics and Business Administration, Romania

Purpose. The swift evolution of technology and digital experiences has impacted consumer generations differently in past years, creating new motivations, values, perceptions and needs. This paper aims to emphasize the effect these generations have upon consumer behaviour and relationships with luxury brands.

Design/ Methodology/ Approach. The study is mainly concentrated on literature review. Business literature, such as reports and databases from consulting companies (e.g., Deloitte, McKinsey & Company), are used to help us lay a foundation for understanding the new consumer generations, and their common and distinct traits. Furthermore, effects on consumer behaviour and luxury brand relationships will be depicted using academic journal articles from various fields, such as marketing, psychology and sociology, published through the period 1995-2018. Examples of such journals would be the Journal of Retailing and Consumer Services, the Journal of Psychology and Marketing, and the Journal of Product & Brand Management. The literature approach will be then followed by empirical research conducted and analysed using both qualitative and quantitative methods. For the qualitative method, we will use a semi-structured interview based on an interview guide, while the quantitative method will make use of the survey.

Originality/ Value. Technology, digitalization and the emerging online markets shape society and consumers, creating new generation gaps. These hybrid generations revolutionise consumer behaviour in the luxury market. As this market has been reluctant in the past years regarding engaging in the online world, not many papers have debated the impact chain reaction mentioned above. The theoretical review, that stands at the core of this paper, alongside with the empirical research that is to be conducted in the future will help clarify the behavioural differences of luxury consumers in the three cohorts, namely X, Y, Z, in the digital environment. These behavioural differences refer to the shopping motivations and the perception of shopping value in the digital environment, such as: interactivity, personalization, intimacy, usability, hedonism, self-identity and so on. Thus, the study may have value for both the academic and business domain.

Findings/Results. Nowadays younger generations, such as Gen Z, tend to be opinion leaders on the luxury markets. Although consumer generations hold a different manner of conduct some of these are now influenced by this upcoming cohort. Some noteworthy generational differences, that also exert influence upon marketing practices, are for example Generation Z's need for enhanced smart retailing experiences while Generation X members don't find the aspect crucial and are still new to fast digital changes. Also, millennials use social media as the prime communication method as opposed to elder generations that still praise traditional conveying methods. The conservatory nature of some generations and the enthusiasm of others create confusion upon which marketing platforms should be used by the luxury industry in the future. Thus, drawing on the impact of the advance of applied sciences, the internet omnipresence and longitudinal effects, this paper's outcome aims to indicate the behavioural changes and the way luxury brands must rethink their strategies.

Study/ Research limitations. The qualitative nature of the study and the size of the samples used in the reviewed literature minimize the generalizability of the findings. Moreover, the study considers consumer behaviour specific to one industry and not the market as a whole. Thus, further studies could examine generational behaviours more exhaustively using the current study as a starting point.

Academic implications. One of the academic contributions of the present research is that it provides insight on the development of perceived value, purchase motivations, preference of certain marketing platforms, customer needs and intentions specific to each generation. The presented information can be of use in the future for other studies relating to different markets.

Practical implications. The results of this study may help luxury brand managers redesign their approach towards customers and help them visualize the benefits of adapting to the new consumer behaviours and digital advances. A notable implication could be the outline of the importance of customized online marketing activities according to the age of the clients, these activities including creating new websites and developing social media presence.

Time Series Modelling for the Romanian Wine Production and Export from 1950 until 2016 and Suggestions for Wine Marketing Strategies

Tamas BANDI¹

¹Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania

Purpose. The purpose of this paper is to search and propose marketing strategies for raising the export level of Romanian wines after analyzing the past and actual situation.

Design/ Methodology/ Approach. After investigating the Romanian wine imports and exports for the past 60 years based on secondary data, the paper deals with wine export, import and production data, which will be approached in relative and absolute frequencies on fix base by taking the year 1950 as a reference, as well as on chain base to show the evolution to the referral year. The results will be analyzed and compared to major happening in the society of that time, by taking data from the national statistical institute, in order to highlight if the major happening in the recent history had an important impact on the wine production and export numbers and on the Romanian GDP. The actual results of the Romanian wine production and export will be compared to some important markets depending on their sells and wine exports in order to assess the differences for the most relevant wine regions, as well as for those which have a similar climate to Romania. Based on the results there will be stressed out some marketing strategies for raising international sales in order to obtain a better production/export rate. Calculations are computed with Microsoft excel, and interpreted with charts.

Originality/ Value. The international literature merely approaches studies on Romanian wine marketing, however it is a field with great potential and considerable developing perspectives. The value of this paper is however the analysis of the statistical information from the past and the present, and the proposal of marketing strategies based on these information in order to help the involved people from industry and not only by making the right decision.

Findings/Results. The results show that while Romania ranks 10 worldwide among wine producing countries, it only ranks 39th in wine exports. Countries like Hungary, Bulgaria and Moldavia are exporting significantly more, however they have less resources and agricultural surfaces with grapes. This results consequently, that: a) the whole wine sector should develop much more; b) the Romanian wine sector should have been better sustained and supported by the government through suitable national marketing strategies and politics; c) the general image of Romanian wines should have been built up and strengthened on the international markets.

Study/ Research limitations. Such a research needs to be extended also to other countries, in order to assess greater connections, and to derive more precise and better suited marketing strategies. On the other hand the focus should be put more on the industry participants. Future studies should explore the topic of wine marketing in Romania, analyzing the behavior of international and local consumers, as well as different online and offline selling strategies.

Academic implications. The current paper will try to open discussions and start a topic for which only few studies have been made for the context Romania. The results can be discussed and analysed also on a larger scale, and future research is needed on wine producers, consumers and the Romanian wine market. Here can be applied the categorization theory (associative networks) from the consumers perspective, which allows identifying consumer segments, as well as understand and categorize national wines; and the generational theory through which the different decisions of various consumer generations can be properly understood in order to target them consequently.

Practical implications. This paper aims to offer important information for the Romanian wine producers and retailers, generally for the whole industry which is interested in extension, going on international market or raising the sales over the borders.

Measuring Student Happiness – The Development of a Scale

Patricea-Elena, Berteau¹, Alexandra Huțanu¹

¹Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

Purpose. This study aims to develop a scale for measuring happiness in university students.

Design/ Methodology/ Approach. The development of a scale is a long process, thus we plan to divide this process in smaller steps. After thoroughly reviewing the literature, we want to conduct in-depth interviews on a sample of 100 university students, in order to understand what happiness represents for them in relationship to university. After the interviews, we will develop the items and ask experts from the domain of happiness and positive psychology to decide which items to keep and which to remove. The items will then be converted in a scale format and validated through confirmatory factor analysis.

Originality/ Value. While there are many scales that measure happiness, to our knowledge, there is no scale that measures student happiness in particular. Correctly measuring student happiness would help education institutions, teachers and even the society in general. How? The mentioned agents could take certain actions for improving the level of happiness in students and can get feedback from those actions and understand what their impact is.

Findings/Results. This paper is work in progress, but we expect that the developed scale will help education institutions efficiently and correctly measure student happiness.

Study/ Research limitations. One limitation of the scale will be the cultural factor. If culture has an influence upon happiness (some cultures or nations could be happier than others), then the scale could be applicable only for some of them. Therefore, after the scale is developed, it should be adapted to be cross-cultural. Also, the concept of happiness is complex and could differ from culture to culture.

Academic implications. Developing a scale for measuring student happiness can help other researchers better understand what influences happiness in students. Also, the scale can be modified and used not only in universities, but also in high school and even primary schools. Measuring happiness in students can further help in analysing the relationship between happiness and other factors such as academic success (grades). In this case, two questions arise: (1) Is there a relationship between students happiness and academic success? (2) If so, does happiness determine academic success or the other way around?

Practical implications. Although student happiness should mainly concern education institutions, employers who hire under-graduates or even graduates could also benefit from these findings. Effectively measuring student happiness can give institutions direct feedback about their student' level of contempt or discontent regarding education and can help institutions calibrate their actions in order to achieve the desired level of happiness. It is expected that happier students are more involved in their education, leading to better future professionals in the work field.

The Effect of a Privacy Policy Mark on Online Consumers from Different Cultures

Peter BROEDER¹, Adriaan de PUTTER¹

¹TICC DCC Tilburg University, the Netherlands

Purpose. Internet users increasingly require to disclose more and more private information about themselves. Buying in "traditional" buying is relatively simple. However, online the buyer and seller have to take a leap of faith: warranty, money back guarantee, payment guarantee, fraud risk, etc. In online "shops" buyer and seller both participate in an intriguing discovery process of checking whether the other can be trusted. The buyer should be willing to share privacy sensitive information. The seller aims to create a trustful shopping environment in order to achieve successful transactional selling. This might be achieved by incorporating in a web shop a (legal required) privacy policy statement. This presentation focuses on online shoppers from two European countries (the Netherlands and Romania). The degree of uncertainty avoidance is very different between Dutch and Romanian cultures. Is this difference reflected in their attitudes and purchase intentions when exposed to a privacy policy mark in a web shop?

Methodology. The study had a two (Privacy policy mark: absent vs. present) by two (culture: Dutch vs. Romanian) between-subjects design. The dependent variables were attitude and purchase intention. In the conceptual model trust was entered as the mediator. Culture was assumed to moderate the effect of the privacy policy mark. In May 2019, 366 respondents joined the online survey: 198 participants from the Netherlands and 168 participants from Romania. Participants were randomly assigned to one of two conditions showing a web shop with an image of a wardrobe. In one condition the web shop had a privacy policy mark. This was not present in the other web shop condition.

Originality. To best of our knowledge this is the first study that compares the privacy policy considerations of online consumers from the Netherlands and Romania.

Findings. First analyses showed that the consumers are aware and influenced by the presence of a privacy policy marker. In addition, analyses indicated differences in purchasing behavior between the online-consumers that can only partly be traced back to cultural differences between their societies. The assumed cultural effect on the perceived store image is overruled by source-related characteristics such as modality (images, texts) and detailedness of content.

Research limitations. There are some limitations to this study that have to be taken into account when interpreting the results and subsequent implications. A first limitation is that the questionnaire was drafted in English, which is not the native language for both the Dutch and Romanian participants. This is an important point of attention in cross-cultural investigations. Secondly, it could be that the participants were more distracted and less involved as the environment they were exposed to, was not a real shopping environment.

Academic and practical implications. This study contributes to investigations on online marketing communications. The cross-cultural comparison of online consumer behavior not only enables us to establish the diverse preferences as such, but also to explain the dynamic changes through the underlying causal factors.

The Impact of Materialism and Narcissism on Online Sharing Behavior Among Generations Y and Z

Ioana DAN¹

¹Babeş-Bolyai University of Cluj-Napoca, Romania

Purpose. The paper has the purpose to evaluate the influence of some relevant psychological factors' such as materialism and narcissism, on the behavior of disseminating information in the online environment, through social media networks, among Y and Z generations.

Methodology. In order to accomplish the research objectives, a survey was conducted online among a sample of 344 members of Generation Y and Z. Scales used to assess materialism, narcissism, and online sharing behavior were adapted from the literature.

Originality. To the best of our knowledge, this is the first study to include materialism, narcissism, and online sharing behavior in an integrated model.

Findings. The results of this study suggest the fact that materialism and narcissism significantly influence the behavior of the recommended online visits. Moreover, the distribution behavior through the Facebook social network is determined by more than 25% by the variables taken into consideration and included in a model of structural equations.

Academic and practical implications. Technology makes the entire world gravitates towards its directions at an incredible speed. Among the current trends in the field of marketing, technologies such as artificial intelligence or automation are the most relevant. Social networks in online are constantly expanding, as Facebook remains the leader in this direction. Furthermore, with social and technological parameters changing, generations are shaping new characteristics and more sophisticated features. Considering the previous statement, this study brings useful insights regarding the relationship between materialism, narcissism and online sharing behavior.

Country Brand Image and Wine Brand Image Relationships

Costinel DOBRE¹, Anca-Maria MILOVAN¹, Marinela Vasilica ARDELEAN¹

¹West University of Timișoara, Faculty of Economics and Business Administration, Romania

Purpose. The overall image of a country influences the image of the products and services made by that country, as the image of the products of that country influences, in turn, the image of the country brand. The research objectives, defined starting from the research problem, are among others, the following: (1) Developing a model of the global image of the country brand and unifying the different perspectives on this concept; (2) Determining the influence of the country brand image on the umbrella brand of wines from a country; (3) Determining the influence of wines on the country brand, the degree to which the country brand is associated with this product.

Design/ Methodology/ Approach. The article is the result of an exploratory research and implied the review of the literature on the general image of the country brand, on the country of origin image, on the image of wine, and on the decision to buy wine. We also conducted a qualitative research that involved the administration of a semi-structured interview to a sample of 21 wine experts from several countries. In order to carry out the literature review, we consulted primarily academic sources that approached the present subject in order to understand the relations between the constructs and the proposed instruments for their measurement. We also reviewed the methodologies used and the reports developed by consultancy companies, such as those of the Anholt-GfK Roper Nation Brands IndexSM (The Hexagon Model, 2002) and the Country Brand Index, designed by The FutureBrand Team (2013).

Originality/ Value. Literature is quite poor on the debates regarding the influence of the overall country brand image, a more complex construct than that of the country of origin image, on the way the products and services of a country are judged. The original contribution also consists in addressing the country brand concept in a holistic way, but also in considering some moderating factors such as the degree of familiarity with the country, the perceived similarity, the perceived expertise in wine consumption.

Findings/Results. The country image is a multidimensional concept, in a continuous evolution, based on stereotypes, perceptions, factual and emotional elements. Of the models used in literature, the model designed by FutureBrand, the Country BrandIndex, is the model best suited for the present research because of the dimensions it includes. We adapted the model proposed by FutureBrand (CBI) and divided the country brand image into three dimensions: the status of the country, the experiences offered and the image of the people, each of them including several sub-dimensions. The country brand image is influenced by the perceived similarity or the perceived psychological proximity between consumers and the analyzed country. The overall country brand image influences the country's image as the country of origin of the wine, and this in turn influences the image and decision to buy wines. Following the semi-directive interview, the most important conclusions drawn are the following: (1) Romania is known at a level above expectations among wine professionals. (2) 19 out of 21 respondents (90%) said that when buying wine the country does not matter much, the price, variety, and brand awareness being more important. 4 respondents (20%) admitted that the country of origin may be a more important criterion when purchasing from specialized stores; (3) The strengths of the "Made in Romania" brand are the good quality / price ratio (50%), the trustworthy and traditional products (20%), the quality handcrafting and very good agricultural products (20%). Other significant attributes: authentic, exotic, pure, wild. The weaknesses of the "Made in Romania" brand are: lack of communication, marketing, strategy, which leaves the products in shadow, the products are not known on foreign markets - 45%; the products are cheap, undifferentiated, lack innovation - 35%; no trust in the products, no guarantee of quality, quality is poor - 25%; (4) Campaigns recommended by experts to develop the image of the wine brand - country brand couple are: promoting oenological tourism, city trips with tastings, online and social media marketing campaigns, organizing visits for specialized journalists and carrying out advertising campaigns in mass media of countries targeted for the export of wine; promoting wine producing regions, participating in fairs and exhibitions.

Study/ Research limitations. The concept of country brand and the relationship between the country brand and the wine brand are complex, and the present study failed to take into account all dimensions, sub-dimensions and moderating factors of the relationship between the two constructs. The results of the qualitative study are not generalizable, especially since the sample is made up of experts in the wine sector, who have a higher degree of expertise than ordinary consumers.

Academic implications. The present research provides insight on the development of the country brand image and its impact on the image and purchase of products sold on foreign markets. We have also proposed several scales, adapted from existing scales in the academic and business literature, in order to measure the constructs mentioned above.

Practical implications. The managerial implications refer to the identification of the country brand development strategies through the marketing carried out for the Romanian wines, but also to the identification of the ways through which the country brand can contribute to shaping the image and selling the wines.

An Analysis of the Antecedents of Theme Parks Visitors' Satisfaction and Loyalty

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Purpose. This paper is aimed at identifying the most relevant constituents of service satisfaction for a theme parks visitors' loyalty. Its goal is, within an applied research framework, to explore the specific elements of theme park visitors' satisfaction and to emphasize those which have the highest impact on visitors' loyalty, in the case of Arsenal Park, the largest theme park in Romania and one of the largest of its kind in South-Eastern Europe

Methodology. In order to accomplish the research objectives, an online survey was conducted among the park's recent visitors (more specifically people who had visited the park within the last three years prior to the research), targeted at assessing their satisfaction and loyalty with Arsenal Park (275 valid answers). The questionnaire was split into four parts, one for each type of service the theme park offers, giving the respondents the opportunity to evaluate only those they have experienced. Data was analyzed using structural equation modeling.

Originality. To the best of our knowledge, this is the first study to investigate, in Eastern Europe, the relationship between theme parks visitors' satisfaction, considering all its facets (accommodation, entertainment, museum, restaurant), and their loyalty.

Findings. The results of this study suggest the fact that theme parks visitors' satisfaction with each of the four analyzed services categories (accommodation, entertainment, restaurant, museum) represent an antecedent of visitors' loyalty. However, only some of the specific aspects of each have a significant impact on overall satisfaction and, further, on visitors' loyalty.

Academic and practical implications. Given the context of a sustained rise in popularity for theme parks and their associated activities, each entity of this kind should be engaged in monitoring and quantifying the satisfaction of their clients. The current research emphasizes a series of relevant aspects related to theme parks on which their marketing managers should focus on in order to increase the loyalty of their visitors.

Implementing and Funding Innovation in the 21st Century Museum

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Purpose. Considered to be cultural public institutions, in charge of conserving and presenting the heritage to the citizens, as well as research and education entities, museums find themselves competing in the leisure and recreational market against several private organizations. Limitations residing in legal restrictions, financial allocations, increasing opportunity cost of their target audience's free time corroborated with the constant evolution of their preferences, have forced museum managers and professionals to efficiently direct their resources towards developing creative and innovative solutions that would differentiate museums from the competition, and would increase visitor numbers and customer retention. In order to fulfil both their social and financial goals, museums invariably need to adapt to a changing environment. The fast pace of technological development is, on the one hand, liberising general access to modern internet and communication marketing tools and, on the other hand, decreasing their implementation costs. Recent developments in the Romanian museum sector have provided museums with the opportunity to receive government and/or international funding or to form partnerships with IT entrepreneurs in order to implement innovative IT&C solutions. However, few institutions seize this opportunity. Based on this current situation, the authors focus on a dual perspective: the strategic endeavor of the museum to implement organizational and technological innovation and the effect of such strategies on museum visitor numbers.

Design/ Methodology/ Approach. The paper is based on a quantitative analysis of the museums that have responded to an array of 2017-2019 selected calls for applications and partnerships and performs an in depth analysis of the characteristics of the institutions which have managed to successfully implement them. The information is corroborated with data obtained from the museums' visitor public records, before and after the implementation of the new technologies. Moreover, the authors use qualitative research in the form of an interview guide administered to Romanian museum managers in order to highlight the connection between the perception of the importance of technological innovation and the museums' social and financial performance.

Originality/ Value. As opposed to other existing studies that explore the needs of the museum sector regarding the implementation of technological innovation, this paper offers a dynamic view of the in process during the past three years and corroborates the quantitative data with the managerial and strategic perspective.

Findings/Results. The results show that museums which strive to implement technological innovations manifest a constant increase in visitor numbers. However, such a proactive approach needs to have consistent managerial support reflected in an effective resource allocation process, trained, tech savvy employees and up to date reports on the technological progress.

Study/ Research limitations. The present research was conducted on a limited number of museums in Romania that answered a selected number of calls for funding in innovation. Further Studies should be able to address the entire museum sector and should be able to compare among institutions of various specificities, sizes and regions.

Academic implications. Referring to technological innovation implementation from both a quantitative and qualitative perspective offers a cause – effect vision that can lead further research to developing an innovation implementation index for museums. Such an instrument would help organizations map the existing opportunities of their environment and corroborate with their needs and resources. Moreover, the study offers an image of the degree of technological innovation implementation in the Romanian museum sector.

Practical implications. Implementing technological innovations in museums could lead to a better differentiation of museums from other cultural institutions, as well as to the development of proper strategies aimed at attracting visitors (especially young people) to museums and enhancing their cultural consumption. Studying the effects of a proactive strategy can stress out a series of best practice models.

Explaining Migration of Facebook Users to Instagram Through Novel Qualitative Methods

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Purpose. This paper aims to continue the work from a previous paper, in which we discovered through a qualitative study that Facebook users migrate to Instagram. Now, we want to understand the reasons behind this transition and the users' feelings towards Facebook versus Instagram.

Design/ Methodology/ Approach. Same as the first paper, this study is a qualitative one. The research method is called love/break-up letter and it was created in 2009 by Smart Design, a consultancy company on innovation. In this method, the respondent has to imagine that a certain product, service or brand is a person and to write a love letter or a break-up letter for expressing their feelings towards that certain product/service/brand. This method is useful in understanding the emotional connection with a product/service/brand, especially with a technological one. In writing, the respondents can freely express their positive or negative feelings and thoughts without any restraints and without being influenced by the researcher. In our study, we will have a sample of 30 students. We will ask them to first write a love letter for Instagram and, in comparison with Instagram, a break-up letter for Facebook. After, we will continue the study with in-depth interviews for discussing the letters' content.

Originality/ Value. To our knowledge, there is no qualitative study about Instagram that uses as a research method love/break up letter. Furthermore, the method is considered quite novel, especially in academic research. The study is valuable for social media specialists and researchers interested in qualitative methods.

Findings/Results. This paper is work in progress. However, we expect to find out that, even though users are migrating to Instagram, they are not willing to completely give up Facebook. Instead, they perceive that the role of Facebook has changed, being considered more of a news platform, while Instagram has another, more narcissistic role.

Study/ Research limitations. The study has certain limitations. Being a qualitative study, the results cannot be generalized for the population. Some hypothesis could be drawn for conducting a quantitative study.

Academic implications. Firstly, this study contributes to the body of qualitative literature, using a research method that is rarely used in academic research. Secondly, it contributes to the body of literature regarding emotional connection between products/brands and users, by identifying the connection between users and Instagram and Facebook. Thirdly, it is useful for the social media domain, by showing through qualitative data how users perceive Instagram.

Practical implications. This study helps managers and social media specialists in understanding the underlying reasons for using Instagram instead of Facebook. This is helpful in choosing the right media channel for digital marketing strategies, according to the business' objectives.

It's a Relationship Business! An Embedded Networks' Internationalization as a Process of Sense-Giving and Sensemaking; The Case of Japan, Shipping Industry

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Purpose. This study, seeks to understand internationalization of a business group as a process of sense-making on the individual level. The focus of the enquiry is a Japanese shipping group, bulk cargo segment and seeks to answer the question how a network's administrative heritage enables and/or inhibits the performance of relationship management processes in the context of multiple embeddedness and internationalization.

Design/ Methodology/ Approach. Business groups call for empirical query as, being interdependent conglomerate organizations with extended and multiplex socially and economically construed business networks, (internationalization) processes will have a high tacit dimension. In addition, this closed network system operates in a global environment due to the industry's boundary-spanning nature. This tension between embedded and boundary spanning characteristics lends itself very well to studying internationalization processes. For these reasons, conducted an empirical study to understand the internationalization processes of a stable, embedded group organization of a stable, embedded industry. Findings from 61 narrative episodes related by 13 employees and managers of a Japanese shipping group (Company A) are presented in this paper, divided into 6 paragraphs. 2) describes the study's epistemological stance and theoretical approaches. This is followed by an overview of the internationalization's structural contingency and sensemaking theory literatures. The methodology and the analytical process are described in 4). Findings, contribution to body of research are summarized in 5) and managerial implications, limitations of study and call for further research conclude the article in 6).

Originality/ Value. This study seeks to overcome a challenge posed for researchers by business groups. Business groups as social and economic constructs contain a high tacit dimension in processes, therefore call for empirical query. On the other hand, business groups have clearly marked boundaries between members and outsiders, which makes it difficult for organization outsiders to access them. As tacit meanings are discovered and interpreted through an intimacy with the subject, the processes that drive the internationalization of business groups will remain little understood without a personal level of access to them. This study proposes to fill this gap and examines sensemaking in the internationalization process of a Japanese shipping group (Company A), bulk cargo segment.

Findings/Results. The study finds, that the industry at large and the Japanese Business Group (JBG) as institutions act as enablers for the effective management of existing relationships worldwide. As for identifying and developing new relational opportunities, JBG as an institution inhibits coordination and sensemaking capabilities by its strict vertical power hierarchy and a concentration of authority and resources in headquarters.

Study/ Research limitations. The enablers that facilitated system transfer may not apply in other industries. JBG as an institution played a significant role in supplying both enablers and inhibitors for the system transfer. As this context is specific to Japan, further studies on embedded networks of disparate contexts would be called for.

Academic implications. This study makes two main contributions to the literature on sense-giving and sensemaking in internationalization processes, in the context of multiple embeddedness. HQ management processes of existing relationships are fully replicated by the overseas subsidiaries. Enabling this transfer are the shipping industry and JBG as institutions. Second, JBG as an institution inhibits coordination and sensemaking capabilities and as such serves as an obstacle to achieving espoused objectives by withholding authority – and subsequent resources allocation to the subsidiary. Strict vertical power relations and hierarchy processes act as additional deterrents against attempts at change. Against the firm's hollow sense-giving, staff engage in oppositional/hollow sensemaking by turning a blind eye to the mandate to develop new relational opportunities and focuses instead on performing routine operations.

Practical/ Managerial implications. The symbolic interpretive perspective of this study has managerial implications in terms of effective intra-organizational dialogue, stakeholder management, organizational knowledge management.

Marketing Aspects of Crowdfunding Campaigns – A Project Owner Perspective

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Purpose. The main purpose of this paper is to highlight that crowdfunding, which is primarily used to add monetary funding to the cash flow of the company, has also a short- to long-term marketing perspective for the project runner. This aspect should not be neglected whenever considering running a crowdfunding campaign.

Design/ Methodology/ Approach. The literature review highlights the possible consequences of crowdfunding debated by the scientific community. The empirical part of the study reflects one case study, which will be accompanied by three short qualitative interviews with respective project runners. Transcripts of the interviews will be attached to the study in the appendix.

Originality/ Value. Most of the research done in the field of crowdfunding focused on the financing aspect of this instrument, while the marketing aspects, which can also be long-term and in this way hard to examine, were neglected. This paper uncovers the marketing aspects such as a potential rise in brand awareness or, to put it more general, in news to share with the stakeholders. Main target audience for this study are (potential) project runners as well as all parties interested in crowdfunding.

Findings/Results. Based on the four main categories of crowdfunding (lending-based; reward-based; donation-based; equity-based) there will be distinct marketing use scenarios for the project runners. The empirical study will highlight direct and indirect, short- as well as long-term benefits for the project runners in the marketing domain initialized by crowdfunding efforts. These could be an increase in sales, a rise in brand awareness or brand loyalty as well as a contact to strategic partners like investors to enable future growth opportunities.

Study/ Research limitations. The study focusses on crowdfunding projects run in Germany on one major platform. Future research should include other countries to identify possible cultural or social differences and should also take other crowdfunding areas into account. The long-term marketing benefits (and maybe downsides) should be analyzed in more depth. This research does not have the goal of representativeness and can just be seen as a first step in this area.

Academic implications. Researchers should be able to see the wider impact of crowdfunding on different levels within the company apart from the main financial aspects. Marketing, in fact, can be the first field influenced, but others like HR (team building, e.g.) or R&D (external idea gathering, e.g.) might be transformed as well by running a crowdfunding campaign. The interdependencies of crowdfunding within the company and including all relevant stakeholders can be viewed holistically.

Practical implications. Potential project runners can use this study as an argument to overcome internal and external hurdles in the discussion, if a crowdfunding campaign should be done or not. Other financing options like bank loans or an internal capital rise do not offer external marketing effects displayed in this study and, therefore, do not realize synergies on a company level, which could also impact the long-term sustainability of the company (like revenue or share prices).

The Concept of Tenant Mix and Its Importance for the Shopping Centres

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Purpose. The existence, evolution and well-being of shopping center sector proves to be directly linked to several crucial factors. Among these one seems to play a key role and this is the Tenant Mix. The tenant mix within a shopping center represents the base on which the whole future strategy is developed and projected. Through this study, the concept of Tenant Mix was revealed and introduced, as well, with some examples. Right from the launching phase and all the way through the entire shopping centers existence the tenant mix proves to be a differentiation attribute against its competitors.

Design/ Methodology/ Approach. This present study is a qualitative research and as an approach it is focused on reviewing the specialty literature in order to introduce and highlight the importance of tenant mix and its particularities in the field of shopping centers.

Originality/ Value. For the nowadays Romanian retail status the shopping center sector is still quite a young one (as the first modern shopping centers have been erected starting with the year of 1999). Although this present study is just a literature review several examples from Romania (but not limited) will be introduced to those interested, so that to deliver a full insight on this topic.

Findings/Results. The shopping center core is represented by the tenant mixes – actually, the shopping center is rooted on the multiple products and service providers/tenants that they do inhabit. It is in fact like a retail eco-system made with different type of retailers and all these together come to form the core of the center, the Tenant Mix of the retail scheme. While in some cases the retailers might see their competition as a threat for their business, on the other hand if they look forward to be in a shopping center than they must get accustomed with the competition – as shopping centers come with this specific agglomeration (similar offerings) for each sector of activity. Through retail agglomeration the overall attractiveness of the shopping center is increased and maintained at higher levels in comparison to any other form of retail. Customers will, always, seek for the best possible alternatives in relation with their overall efforts (time, money, etc). Behind the process of development of the tenant mix stands the leasing team of the developer. The specialists (leasing managers) seek to identify the best recipe for the projects taking in account local and regional specificity and as well proper international solutions (retailers) in order to deliver a high attractive tenant mix.

Study/ Research limitations. The present study tries to present and underline the different approaches related to the existence and importance of the tenant mix concept in relation both with the shopping centres as well with the clients. As seen, over the time, the shopping centre retail sector was, is and will be under a continuous evolution. For instance, some owners/developers of shopping centres might reach, at some time, a very good (or the right balanced) tenant mix, but shortly after they might come to the conclusion that important changes must occur at this level. And why is that? Constantly, changes are raising in the market both at the customers level and as well at the competition level (through continuous improvement). Therefore, this processes of permanently updating the tenant mix is a perpetuum mobile – you should never stop it.

Academic implications. As the modern shopping centre sector is quite new in Romania few studies do exist related to this sector, in general, and particularly oriented towards the tenant mix. The importance of tenant mix in the overall strategy of a mall is undebatable and therefore future research must and will be conducted in order to collect more accurate insights and data and like this to be able and develop/adapt the proper future advises for the right tenant mix strategy.

Circular Economy Actions of Food Retailers on an Emerging Market

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Purpose. The present research aims to identify some specific actions associated with the principles of the Circular Economy, implemented between 2009 and 2019 by large international food retailers on an emerging market.

Design/Methodology/Approach. The research is based on the theoretical approaches of Circular Economy, which stipulate that the economic paradigm might be considered a positive alternative for the current linear model. The latter one is responsible for the high level of pollution and drastic climate change. The paper addresses the most well-known principles that the literature associates with the new economic model: cradle-to-cradle; zero waste; clean production; reduce, reuse and recycle (3R's). The paper also describes some major actions and strategies implemented by international food retailers present on the emerging market Romania which can be associated with the concept of Circular Economy. Data was collected over the last 10 years (2009-2019) from retailer's website, press releases, reports, Social Media pages etc.

Originality/Value. Although the international scientific literature discusses studies related to the circular model both on macro, micro economic level, the present paper approaches the Circular Economy on an emergent economy. Literature reveals investigation on a specific activity sector, as well as some related to the manufacturing industries, but none has yet investigated the retail industry on an emerging market.

Findings/Results. The retail food industry in Romania has reacted late to the environmental concerns raised by the United Nations and the European Commission, therefore leading only since 2015 to an increase of actions and strategies implemented in this regard. Although most of the large international food retail chains have adopted circular measures, none of the principles of this new economic paradigm has been fully adopted and transposed into a viable market strategy. As for the cradle-to-cradle design, which involves keeping products in the state of resources throughout the entire life cycle, some specific actions were limited to disposing of chemically treated fashion items, replacing traditional garment bags with those 100% recyclable and/or the enlarge the number of organic products. The zero waste principle has been implemented by food retailers through mobile applications that advertise promotions quite before the expiration date, selective collection of packaging and transport waste, minimizing transport waste by introducing green folding trays, calculating the necessary food items per store, as well as the establishment of food banks. The principle of clean production is associated with the use of recycled and reusable materials in the development of new stores, placement photovoltaic panels on store and warehouse roofs, purchase of refrigeration and air conditioning installations reusing waste heat from the cooling shelves and the introduction of LED lighting in exchange for fluorescent one. The 3R's principles were implemented through selective waste collection with the help of consumers, as well as by involving children from local communities in environmental actions and offering vouchers in exchange for certain returned materials.

Study/Research limitations. The present paper only deals with specific actions and strategies of international food retailers, while future ones could also take into consideration non-food retailers in fashion, DIY, electronics etc. The latter ones also exert a major negative impact on the environment. As the current research is also a descriptive one, based only on secondary data, future papers should deal with primary research. The data might be obtained by conducting a focus group with specialists in the field, or having in-depth interviews with them. Also, based on observation sheets, can be collected data related to the assortment of products or specific actions from each brick and mortar store.

Implications. Although the Circular Economy is still an aspirational concept, which cannot be fully transposed in practice for financial, technological or scientific reasons, the results of this research represents another step in developing proper market strategies that are aimed to solve some of the issues of modern organizations when dealing with environmental aspects.

The Integration of Behavioural Change Models in Social Marketing Programs in Public Health

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Purpose. The aim of the paper is to provide a conceptual theoretical framework of the integration of the theories and models of behavioural change through the marketing mix in the social marketing programs applied in public health. A second purpose is to highlight the benefits of social marketing over alternative techniques used in programs that are designed to influence health behaviour.

Design/ Methodology/ Approach. The research is a descriptive one, with a logical-deductive approach. The study is mixed, being both fundamental (analysis of theoretical concepts) and applicative (it presents how theories and models can be applied in the context of the marketing mix).

Originality/ Value. In the specialised literature there are presented multiple models/theories of behavioural change, this paper reveals in which way social marketing can integrate them through the basic marketing mix: Product, Price, Place, Promotion. At the same time, the importance of using social marketing as a technique for planning and implementing behavioural change programs in health is highlighted.

Findings/Results. Eight main theories of behaviour change were studied according to their purpose, limits and variables: The Health Belief Model, Theory of Reasoned Action/Theory of Planned Behaviour, Transtheoretical Model, Precaution Adoption Process Model, Health-Related Measure of Locus of Control, Social Learning Theory, Social Cognitive Theory, Diffusion of Innovations Theory. Accordingly, we have presented how these theories can be integrated in the process of social marketing implementation in three main processes: establishing the purpose / behaviour to be modified, segmentation, defining the marketing mix strategy. There exist alternative techniques to social marketing that can be used to develop behavioural change programs in public health, that may or may not integrate the theories mentioned above, like PRECEDE / PROCEED or the ecological models. In this regard, it is important to underline the advantages of using social marketing, namely: it is based on consumer orientation, uses marketing research, creates attractive exchanges, considers competition, uses the marketing mix, ensures management of the processes. In addition, some elements of the PRECEDE / PROCEED or the ecological models can be taken over in the application of social marketing, which assumes a relatively flexible structure.

Study/ Research limitations. The study does not analyse all the theories that can be integrated with the help of social marketing, other theories, especially those related to communication may represent future research opportunities.

Academic implications. Social marketing is a very useful practical tool, but it needs a well-grounded theoretical support in order to gain ground in front of other similar theories. This paper tends to enhance the theoretical tools available for researchers and practitioners.

Revitalizing Rural Tourism Through Creative Means: The Role and Importance of the Local Community

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Purpose. The aim of this article is to investigate if Romanian rural tourism can be revitalized by involving the local community in creative activities addressed at tourists.

Design/ Methodology/ Approach Since the topic of this article has not been previously studied for Romania, the research was constructed based on literature review with case studies from around the world, exploring the available scientific journals on rural tourism, creative tourism, and the importance of local community in both activities. Since the term creative tourism is considered a new form of tourism, most of the articles reviewed were published in the last ten years in journals found on international scientific databases.

Originality/ Value. Although creative tourism is a current topic, most of the research is focused on the urban context, with very few articles focusing on how creativity and creative means can be used and developed in the setting of rural tourism. Furthermore, the theoretical points established in this article can become items through which better strategies for sustainable rural tourism can be developed in the future.

Findings/Results. Although rich in culture, Romanian villages have not developed their rural tourism offer to its full potential, partly because of the lack of involvement of the local community in long-term tourism planning and development, but also due to the changes in what tourists want from their tourism experience. In response to shifting patterns in consumer behavior, creative tourism has emerged as a better form of cultural tourism, but mostly in urban areas, which has led to a proliferation of creative industries and people within that specific context. We propose that most Romanian rural communities in areas pertaining to tourism, already have local individuals with some of the characteristics of the creative people necessary for the development of creative tourism, and by involving the entire local community in tourism planning, and not just the local actors with direct ties to it, Romanian rural tourism can be revitalized and made more competitive at an international level.

Study/ Research limitations. The main limits of this article are the lack of primary research data from a case study and the lack of testing of the proposed means for developing creative rural tourism. In the future, a scale with items for testing the potential for creative tourism should be constructed and validated as a tool to help local authorities and other concerned entities in developing better rural development strategies.

Academic implications. Given the sparse academic Romanian literature focused on creative tourism, on creativity as a business means (not just a skill), and on the local community involvement on sustainable tourism development, this article opens new and interesting avenues for research.

What Makes IT Specialists Loyal Employees? Employer branding in emerging markets

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Purpose. The purpose of this paper is to identify the most important factors of an employer brand that influence job satisfaction in emerging markets, and to discuss the relationship between the loyalty of the employees to their employer and their job satisfaction, in the light of the psychological contract theory.

Design/ Methodology/ Approach. The paper presents both a qualitative and quantitative research. In-depth interviews were conducted with the management team of a Romanian SME to determine the elements that have an effect on employees' job satisfaction. The correlation between the identified factors and employee loyalty was verified through a questionnaire answered by the employees of the company

Originality/ Value. The concept of employer branding was heavily studied in developed economies, but emerging economies are so far overlooked.

Findings/Results. The paper highlights the factors of an employer brand that have an influence on employee loyalty. It also compares the results to previously published findings from studies conducted in developed economies.

Instruments of Developing Social Marketing in Public Health

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Purpose. This paper examines the way in which social marketing can be developed in public health and provides a set of practical instruments in this regard (a study program, a guide, a team sketch).

Design/ Methodology/ Approach. The research is interdisciplinary, applicative, descriptive, with a qualitative approach, based on logical-deductive reasoning. The set of instruments proposed in this study is going to be tested in September 2019.

Originality/ Value. Social marketing is an important tool in generating behavioural change and its usefulness in public health was proved by previous studies. However, it is still overlooked by many public health specialists, mainly because they lack basic instruments in this regard, especially knowledge and technical support. This paper offers a general view of implementing social marketing in public health at the national level and gives the necessary tools for translating it into practice. This project provides an opportunity to advance the implementation of social marketing and it primarily addresses to: national authorities in developing public health policies and strategies, medical curriculum developers, teachers, project managers and team members of health promotion programs.

Findings/Results. A total framework of implementing social marketing in public health comprises three dimensions: political, training and collaborative. Thus, the political dimension implies a unified application of the concept at the national level through specific strategies and encouraging program developers to use marketing techniques in influencing health behaviour. The main tool that can be proposed in this regard is a guide for implementing social marketing that includes the main concepts in the field and the steps to be followed in a practical approach to the development of health promotion projects. On the other hand, the training dimension implies courses provided at different levels and stages of training: students, master students, specialists. The main tool here is the curriculum that aims to develop some basic knowledge, attitudes and skills to medical specialists in implementing social marketing in the field of public health. Between these two dimensions and between the two instruments there is a close connection, especially since their implementation should be carried out in parallel to strengthen and channel efforts towards measurable results. The collaborative dimension requires the creation of joint teams and clear distribution of roles for each member, of which at least one should be a specialist in social marketing. According to the three dimensions mentioned above, the study describes three instruments (a guide, a curriculum and a sketch of the team) that were created for developing social marketing in public health in countries like the Republic of Moldova, where the concept is still not widely known and accepted.

Study/ Research limitations. The instruments were adapted for the Republic of Moldova and some minor adjustments may be needed before implementing them in other countries.

Academic implications. This study tends to give some support for researchers in promoting social marketing techniques.

Practical implications. This study offers practical tools that can be used by: national authorities in developing public health policies and strategies, medical curriculum developers, teachers, project managers and team members of health promotion programs.

The Generation Z Consumers' Attitude toward NFC Mobile Payment in Retail: a Romanian Perspective

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Purpose. The aim of this paper is to explore factors that influence Generation Z consumers' attitude toward use of NFC technology for payment at retailers through mobile in a Romanian context. Furthermore, we aim to examine the effect of attitude toward use to usage intention of the NFC mobile payment technology, and the effect of usage intention to loyalty intentions toward retailers.

Design/ Methodology/ Approach. We expand the knowledge on mobile payment adoption by proposing a research model that combines the well-known technology acceptance model (TAM) with perceived compatibility, perceived enjoyment, subjective norm, perceived financial risk, perceived security risk, and intention to increase loyalty to retailers that use this technology constructs. The data was collected through personal and online survey methods, using the convenience sampling procedure, during March - June 2019. The final sample consisted of 181 respondents from Romania, aged between 16-24 years. Data was analyzed using partial least squares structural equation modeling (PLS-SEM).

Originality/ Value. There has been little research on factors impacting the Z generation's attitude toward use of NFC mobile payment technology in general and in special case of Romania. Thus the results provide a comprehensive perspective of the topic in a market where the m-payment penetration rate is still low. In the same time the proposed technology acceptance model extends the studied dependent variables in previous researches with the loyalty toward retailers.

Findings/Results. During the data analysis, we concluded, that perceived enjoyment, perceived usefulness, subjective norm and perceived compatibility have a significant positive effect on attitude toward use of NFC mobile payment technology. These independent variables explain the 65.7% of the variance of the dependent variable. Against our expectations, perceived ease of use, perceived financial risk and perceived security risk do not affect attitude toward use significantly. Also, results show that attitude has a significant effect on the usage intention of the technology and explains 48.8% of the variance of it. Furthermore, intention to use the technology has a significant effect on intention to increase loyalty to retailers that use this technology and explains 34.5% of the variance of it. Thus, result show a strong support for the extended TAM proposed.

Study/ Research limitations. The study uses a convenience sample of young Romanian consumers, which could limit the generalizability of the results: due to cultural differences, the Eastern European youth's perspective on the topic may differ from its counterparts from developed countries.

Academic implications. The relevance of this paper from the academic point of view is the contributions it offers as its studies are among the first to empirically test the determinants of Generation Z consumers' attitude toward use of NFC mobile payment technology, and the role of attitude and usage intention in intention to increase loyalty to retailers that use this type of technology.

Practical implications. The research provides useful insights for retail managers and mobile app developers that can be used for planning future marketing strategies.

Local Citizens Influence on the Company's CSR Communication

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Purpose. According to the Stakeholders' Theory, we believe that companies' will to communicate their CSR actions, can be fed by the internal stakeholders (managers) and/or by the external stakeholders' influence. Accordingly, we aim through this study to investigate the influence of the local citizens, as stakeholders, on *Fertial's* decisions to communicate about its CSR engagements. To fulfill this purpose, we focus on the local citizens of Annaba (Algeria), in order to analyze their perceptions and expectations along with the nature of the pressure that they may apply on *Fertial* regarding its CSR communication.

Design/ Methodology/ Approach. This is an empirical quantitative research, focusing on collecting data by targeting the local citizens of Annaba (Algeria) who consist a part of *Fertial's* stakeholders. An online based questionnaire was, electronically, distributed in order to reach as much as possible of Annaba's residents. We have used SPSS software to facilitate the data analysis process.

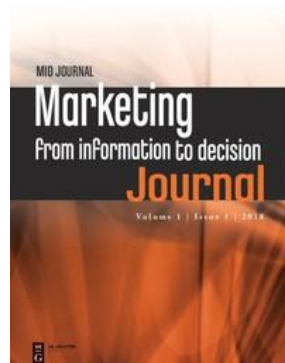
Originality/ Value. This study gives a way to understand the Algerian context in which a company communicates about its CSR actions, especially since there are not enough researches that have investigated the Algerians' perceptions and influence on the companies' will to disclose their CSR engagements.

Findings/Results. According to the quantitative data collected from the electronic survey on the local citizens of Annaba, we have found that the means of communication adopted by *Fertial* are not commonly used among its general public. On the other hand, the local citizens have high expectations regarding the quality and the quantity of *Fertial's* environmental and social disclosure. Nevertheless, the locals not have an influence on *Fertial*, because they did not practice pressures strong enough to incite *Fertial* to communicate about its CSR engagements.

Study/ Research limitations. The main limit of the study is that *Fertial's* managers were not so easy going, which prevented us from collecting data regarding how they take into consideration the locals, while communicating about the company's CSR actions.

Academic implications. According to the results of this study, we found that an interesting hypothesis has been stimulated, about the relation between two variables regarding the stakeholders' influence on company's CSR communication: (1) the need to receive social information; (2) the request of social information.

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