

## SECTION II

### CHANGE MANAGEMENT: NEW COORDINATES

#### PARALLEL SESSION 2.1.

*ROOM: E11, 11 a.m. – 2 p.m.*

##### **Section Board:**

Prof. Ph.D. **Silviu Crișan**

Prof. Ph.D. **Magdalena Platis**

- THE MANAGEMENT APPROACH IN ECONOMIC CRISIS  
Prof. Ph.D. **Petru Barda**, Spiru Haret University, Faculty of Financial-Accounting Management, Craiova, Associate professor Ph.D. **Simona Rotaru**, Spiru Haret University, Faculty of Financial-Accounting Management, Craiova, Associate professor Ph.D. **Mirela Claudia Ghiță**, Spiru Haret University, Faculty of Financial-Accounting Management, Craiova, Associate professor Ph.D. **Mihaela Cocoșilă**, Spiru Haret University, Faculty of Financial-Accounting Management, Craiova
- A SERIES OF OPINIONS REGARDING THE FUNDAMENTAL CURRENT PROBLEMS IN ROMANIA  
Prof. Ph.D. H.C. **Ioan Bogdan**, “Lucian Blaga” University of Sibiu
- THE ECONOMIC THEORY AND THE CONTEMPORARY CRISIS  
Prof. Ph.D. **Elena Ciucur**, “Nicolae Titulescu” University, Bucharest, Prof. Ph.D. **Dumitru Ciucur**, Academy of Economic Studies, Bucharest
- FINANCIAL CRISIS AND ECONOMIC INTEGRATION STRUCTURES IN THE EUROPEAN UNION  
Prof. Ph.D. **Silviu Crișan**, “Lucian Blaga” University of Sibiu
- THE UNIVERSITARY EDUCATIONAL SYSTEM, CIBERNETIC SYSTEM  
Prof. Ph.D. **Ioan-Constantin Dima**, Valahia University, Târgoviște, Ph.D. candidate **Diana Mihăescu**, “Lucian Blaga” University of Sibiu, Associate professor Ph.D. **Liviu Mihăescu**, “Lucian Blaga” University of Sibiu

- ORGANIZATION FLEXIBILITY: A KEY FACTOR IN A DYNAMIC WORLD  
Associate Professor Ph.D. **Hortensia Gorski**, Romanian-German University of Sibiu, Teaching assistant **Mircea Fuciu**, Romanian-German University of Sibiu
- CONSIDERATIONS REGARDING THE ACADEMIC ENTREPRENEURSHIP  
Prof. Ph.D. H.C. **Constantin Oprean**, „Lucian Blaga” University of Sibiu, **Mihaela Alina Vanu**
- THE ORGANIZATIONAL RESPONSE IN CRISIS CONTEXT  
Lecturer Ph.D. **Ionut Pandelica**, University of Pitești, Lecturer Ph.D. **Amalia Pandelica**, University of Pitești, Assistant Professor Ph.D. Candidate **Georgeta Grigore**, “Constantin Brâncoveanu” University, Pitești, Associate professor Ph.D. **Gheorghe Grigore**, “Constantin Brâncoveanu” University, Pitești
- THE GLOBAL ECONOMIC CRISIS  
Teaching assistant Ph.D. candidate **Denisa Parpandel**, “Constantin Brâncoveanu” University, Râmnicu Vâlcea, Prof. Ph.D. **Iuliana Ciochină**, “Constantin Brâncoveanu” University, Râmnicu Vâlcea, Teaching assistant Ph.D. candidate **Răzvan Decuseară**, “Constantin Brâncoveanu” University, Râmnicu Vâlcea, Teaching assistant **Ionela Carmen Rizea**, “Constantin Brâncoveanu” University, Râmnicu Vâlcea
- ENTREPRENEURSHIP IN THE CONTEXT OF THE NEW CRISIS AND OF THE CHANGE MANAGEMENT  
Prof. Ph.D. **Magdalena Platis**, Public Administration and Business Faculty, University of Bucharest, Junior teaching assistant Ph.D. candidate **Cristina Raluca Popescu**, Public Administration and Business Faculty, University of Bucharest
- THE ROMANIAN SME’S – BETWEEN BANKRUPTCY AND OPPORTUNITIES  
Associate professor Ph.D. **Ramona Todericiu**, “Lucian Blaga” University of Sibiu
- WOMEN AND ENTREPRENEURSHIP. THE CASE OF ROMANIA  
Prof. Ph.D. **Sorin-George Toma**, University of Bucharest, Lecturer **Oana Simona (Caraman) Hudea**, Faculty of Social and Administrative Sciences - “Nicolae Titulescu” University, Prof. Ph.D. **Paul Marinescu**, Faculty of Administration and Business, University of Bucharest

## PARALLEL SESSION 2.2.

*ROOM: E11, 4 p.m. – 6 p.m.*

### Section Board:

Assoc. Prof. Ph.D. **Claudia Ogorean**

Prof. Ph.D. **Luminița Nicolescu**

- THE ROLE OF STRATEGY AND MANAGERIAL STYLE REGARDING THE CULTURE AND THE ETHIC CLIMATE OF THE ORGANIZATION  
Ph.D. candidate **Victoria-Mihaela Brînzea**, University of Pitești,  
Ph.D. candidate **Olimpia Oancea**, University of Pitești,
- ADULT LIFELONG LEARNING WITHIN THE CONTEXT OF GLOBALIZATION  
Ph.D. candidate **Geanina Colan**, ASE Bucharest, **Sorin Atodiresei**,  
“Virgil Madgearu” Economic Highschool, Galați
- LIFELONG LEARNING AND ADULT TRAINING AS A NECESSITY FOR A PERFORMING SOCIETY: THE ROMANIAN CASE  
Ph.D. **Mihaela Diaconu**, University of Pitești, Ph.D. **Rodica Milena Zaharia**, Academy of Economic Studies, Bucharest
- NEW PREDICTORS OF EMPLOYEES’ EFFICIENCY IN THE WORK GROUP: ORGANIZATIONAL CITIZENSHIP BEHAVIOR. THE ROLE OF EMOTIONS IN ORGANIZATIONAL BEHAVIOR  
Associate Professor Ph.D. **Blanca Grama**, “Lucian Blaga” University of Sibiu, Assistant Professor Ph.D. candidate **Daniela Boțone**, “Lucian Blaga” University of Sibiu
- CORPORATE SOCIAL RESPONSIBILITY IN ROMANIA  
Teaching assistant Ph.D. **Irina Iamandi**, Academy of Economic Studies, Bucharest, Lecturer Ph.D. **Cosmin Joldeș**, Academy of Economic Studies, Bucharest
- MISSION AND SOCIAL RESPONSIBILITY IN BUSINESS  
Associate Professor Ph.D. **Ramona Lile**, University “Aurel Vlaicu” of Arad, Associate Professor Ph.D. **Mihaela Ioana Iacob**, University “Aurel Vlaicu” of Arad
- CONTEMPORARY CHANGES OF EMPLOYMENT  
Associate Professor Ph.D. **Ramona Lile**, University “Aurel Vlaicu” of Arad, Associate Professor Ph.D. **Mihaela Ioana Iacob**, University “Aurel Vlaicu” of Arad

- SOCIAL RESPONSIBILITY AND COMPETITIVENESS: A COMPARATIVE ANALYSIS OF THE UNITED STATE AND ROMANIA FROM THE COMPANIES PERSPECTIVE  
Associate Professor **Gheorghe Militaru**, “Politehnica” University of Bucharest, Department of Management
- STRATEGIC PLANNING AND ORGANIZATIONAL CULTURE IN ROMANIAN HIGHER EDUCATION  
Professor Ph.D. **Luminița Nicolescu**, Academy of Economic Studies, Bucharest
- BSC IN UNIVERSITIES – A PRIOR RESEARCH  
Lecturer Ph.D. **Cristina Silvia Nistor**, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Assistant Professor **Adela Deaconu**, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca
- VALUE CREATION THROUGH INTELLECTUAL CAPITAL IN THE KNOWLEDGE-BASED ECONOMY  
Associate Professor Ph.D. **Claudia Ogrean**, “Lucian Blaga” University of Sibiu
- THE ASSERTIVE COMMUNICATION IN THE COMPANY MANAGEMENT  
Junior teaching assistant Ph.D. candidate **Elida-Tomița Todăriță**, Romanian – German University of Sibiu
- ETHICS RELATIONSHIP - BUSINESS ETHICS – MANAGERIAL ETHICS IN BUSINESS MANAGEMENT  
Junior teaching assistant Ph.D. candidate **Anca Tutulea**, “Lucian Blaga” University of Sibiu

## PARALLEL SESSION 2.3.

*ROOM: E11, 6 p.m. – 8 p.m.*

### Section Board:

Prof. Ph.D. **Emanoil Muscalu**

Prof. Ph.D. **Bogdan Băcanu**

- THE MANAGEMENT OF CHANGE IN THE PUBLIC ORGANIZATION  
Prof. Ph.D. **Bogdan Băcanu**, “Transilvania” University of Brasov
- INVESTING IN WIND POWER UNDER CONDITIONS OF FINANCIAL AND ENERGETIC INSTABILITY  
Associate professor Ph.D. **Georgeta Ilie**,”Dimitrie Cantemir” Christian University, Faculty of International Business and Economics Bucharest
- TERRITORIAL CAPITAL  
Professor Ph.D. **Eugen Iordănescu**, “Lucian Blaga” University of Sibiu, Faculty of Sciences
- NLP AND THE NEW MANAGER  
Ph.D. candidate **Cornel Iosif**, National Institute of Statistics, Suceava Branch
- HIGHER EDUCATION QUALITY – A MANAGERIAL POINT OF VIEW  
Assistant professor Ph.D. **Dragoș Mihai Ipate**, “Spiru Haret” University, Lecturer Ph.D. **Iuliana Pârnu**, “Spiru Haret” University
- TOURISM AND A NEW PARADIGM OF CHANGE  
Associate professor Ph.D. **Mirela Mazilu**, University of Craiova, University Centre of Drobeta Turnu Severin
- THE INFLUENCE AND THE ROLE OF THE ADMINISTRATIVE TERRITORIAL DECENTRALIZATION ON THE ECONOMICAL DEVELOPMENT OF LOCAL COMMUNITIES  
**Ioana (Leca) Moțoc**, PIU Department, Municipality of Sibiu
- KNOWLEDGE - PREMISE AND CAUSE OF CHANGE IN THE ORGANIZATION AND ADMINISTRATION OF THE ACTIVITY OF MANAGEMENT  
Professor Ph.D. **Emanoil Muscalu**, “Lucian Blaga” University of Sibiu
- ADVATAGES AND DISADVANTAGES OF TOTAL QUALITY MANAGEMENT IN SMALL AND MIDDLE ENTERPRISES  
Teaching assistant Ph.D. candidate **Mara Gabriela Ploșteanu**, Academy of Economic Studies, Bucharest, Faculty of Marketing

- RESEARCH METHODS FOR BUSINESS AND MANAGEMENT  
Associate Professor Ph.D. **Marian Nicu Spînu**, University “Aurel Vlaicu” of Arad, Ph.D. candidate **Adina Eleonora Sturz**, University “Aurel Vlaicu” of Arad
- THE REENGINEERING OF THE BUSINESS PROCESS – A PREMISE FOR THE TRANSFORMATION OF THE MANAGEMENT  
Associate professor Ph.D. **Amalia Venera Todoruț**, “Constantin Brâncuși” University of Târgu-Jiu, Professor Ph.D. **Doru Cîrnu**, “Constantin Brâncuși” University of Târgu-Jiu
- COORDINATES OF THE CHANGE IN THE DEVELOPMENT OF HUMAN CAPITAL  
Ph.D. candidate **Ana Truța**, ”Alexandru Ioan Cuza” University of Iași, Faculty of Economics and Business Administration

## PARALLEL SESSION 2.4.

*ROOM: E22, 11 a.m. – 2 p.m.*

### Section Board:

Assoc. Prof. Ph.D. **Liviu Mihăescu**

Prof. Ph.D. **Ion Stancu**

- **WAYS OF INCREASING DECISION ACTIVITY' EFFICIENCY**  
Ph.D. **Cristina Coculescu**, Romanian-American University, Bucharest, Ph.D. **Radu Despa**, Romanian-American University, Bucharest, Ph.D. **Daniela Alexandra Crișan**, Romanian-American University, Bucharest, Ph.D. Candidate **Justina Lavinia Stănică**, Romanian-American University, Bucharest
- **MANAGEMENT MISTAKES IN CONTEMPORARY CORPORATE DECISION-MAKING**  
Associate Professor Ph.D. **Drago Dubrovski**, University of Primorska, Faculty of Management Koper Cankarjeva, Slovenia
- **FACTORS IN EVALUATING DECISION SECURITY MANAGEMENT**  
Lecturer Ph.D. **Maria Enescu**, University of Craiova, Lecturer Ph.D. **Marian Enescu**, University of Craiova
- **SECURITY MANAGEMENT ASSESSMENT OF IMA**  
Lecturer Ph.D. **Maria Enescu**, University of Craiova, Lecturer Ph.D. **Marian Enescu**, University of Craiova
- **QUALITY OF THE PRODUCTION SYSTEM**  
Associate professor Ph.D. **Doruleț Grădinaru**, University of Pitesti, Faculty of Economic Sciences, Associate professor Ph.D. **Puiu Grădinaru**, University of Pitesti, Faculty of Economic Sciences
- **SOLVING THE ISSUES OF THE FLOW PRODUCTION LINES BALANCE WITH THE HELP OF MATHEMATICAL PROGRAMMING AND OF HEURISTIC MODELS**  
Associate professor Ph.D. **Doruleț Grădinaru**, University of Pitesti, Faculty of Economic Sciences, Associate professor Ph.D. **Puiu Grădinaru**, University of Pitesti, Faculty of Economic Sciences
- **MODELING MANAGERIAL ACTIVITY - A CHALLENGE OR A NEED IN THE GLOBALIZED CRISED ECONOMY**  
Associate professor Ph.D. **Liviu Mihăescu**, Lucian Blaga University of Sibiu, Associate professor Ph.D. **Marilena Papuc**, Academy of Economic Studies, Bucharest

- HISTORICAL CONTEXT OF INDUSTRIAL DISTRICT EVOLUTION - CASE STUDY OF UPPER SILESIA REGION  
Ph.D. **Piotr Pachura**, Czestochowa University of Technology, Management Faculty
- THE CONCEPT OF INTELLECTUAL CAPITAL IN DEVELOPMENT SYSTEMS  
Ph.D. **Piotr Pachura**, Professor **Janusz Grabra**, Ph.D. Ing. **Sebastian Kot**, Czestochowa University of Technology, Management Faculty
- JUST-IN-TIME : A POSITIVE RESULT OF GLOBALIZATION AND TECHNOLOGICAL REVOLUTION AND A SOLUTION FOR PREVENTING AND ESCAPING FROM GLOBAL CRISIS  
Professor Ph.D. **Ion Stancu**, University of Craiova, FEAA, **Ionut L. Dumitru**, Master, University of Craiova, FEAA
- OPPORTUNITY COST – ECONOMIC CONCEPT USED FOR THE DECISIONS TAKING PROCESS  
Lecturer Ph.D. **Nela Șteliac**, „Babeș-Bolyai” University of Cluj-Napoca, Faculty of Economics and Business Administration
- DECISION AND THE STRATEGIC DECISION-MAKING PROCESS  
Associate professor Ph.D. **Carmen Țurlea**, Academy of Economic Studies, Bucharest
- AN EMPIRICAL STUDY ON MEDIATED MULTI-ROUTES TR MODEL BASED ON SC PLATFORM  
**WB Zheng, Sharan Kaur, Lixia Wan**, Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia



## PARALLEL SESSION 2.5.

*ROOM: E22, 4 p.m. – 6 p.m.*

### Section Board:

Assoc. Prof. Ph.D. **Mihaela Herciu**

Prof. Ph.D. **Viorel Cornescu**

- KNOWLEDGE MANAGEMENT AS EUROPEAN MODEL OF GLOBALIZATION  
Ph.D. candidate **Cristina Badea Bolcas**, ASE Bucharest, Ph.D. candidate **Florica Badea**, ASE Bucharest, PhD candidate **Petronella Matei-Neacsu**, ASE Bucharest
- THE COMPLEXITY OF FIRM'S COMPETITIVENESS AND NEW PERSPECTIVES IN COMPETITION ANALYSIS  
Ph.D. candidate **Natalia Cojohari**, Academy of Economic Studies, Bucharest
- AN OVERVIEW ON THE REPUTATION RISK  
Professor Ph.D. **Viorel Cornescu**, University of Bucharest, Faculty of Business and Administration, Professor Ph.D. **Elena Druică**, University of Bucharest, Faculty of Business and Administration, Lecturer Ph.D. **Anca Bratu**, University of Bucharest, Faculty of Business and Administration
- THE USEFULNESS OF THE TECHNOLOGICAL BRANCH INTERDEPENDENCE METHOD IN ESTIMATING THE PROFITABILITY OF THE ROMANIAN DEFENSE INDUSTRY  
Lecturer Ph.D.candidate **Dan Hageanu**
- THE FUTURE FIRM COMPETITIVENESS UNDER THE IMPACT OF THE KNOWLEDGE- BASED ECONOMY  
Associate Professor Ph.D **Mihaela Herciu**, Lucian Blaga University of Sibiu
- THE ADMINISTRATION OF KNOWLEDGE AS A SOURCE OF COMPETITIVE ADVANTAGE FOR THE SMALL AND MEDIUM ENTERPRISES  
Ph.D. candidate **Ionica (Oncioiu) Holban**, "Alexandru Ioan Cuza" University of Iasi and Academy of Economics Studies of Bucharest
- DEALING WITH KNOWLEDGE IN MANAGEMENT  
Lecturer **Oana Simona (Caraman) Hudea**, Faculty of Social and Administrative Sciences - "Nicolae Titulescu" University, Professor Ph.D. **Sorin-George Toma**, Faculty of Administration and Business, University of Bucharest, Lecturer Ph.D. **Răzvan-Mihail Papuc**,

Faculty of Administration and Business, University of Bucharest,  
Lecturer **Valentin Leoveanu**, Faculty of Administration and Business,  
University of Bucharest

- IMPROVING BUSINESS MANAGEMENT IN RECESSIONARY TIMES

Teaching assistant Ph.D. candidate **Mihaela Moise**, Academy of Economic Studies from Bucharest, Department of Commerce

- REALISTIC PERFORMANCE MEASUREMENT – A NECESSITY FOR HIGHER EDUCATION MANAGERS

Lecturer Ph.D. **Iuliana Pârvu**, “Spiru Haret” University, Assistant professor Ph.D. **Dragoș Mihai Ipate**, “Spiru Haret” University

- THE ROLE OF CROSS-CULTURAL NEGOTIATIONS

Associate professor Ph.D. **Valeriu Potecea**, Romanian – American University, Teaching assistant Ph.D. candidate **Georgiana Cebuc**, Romanian – American University

- THE INFLUENCE OF CULTURE IN INTERNATIONAL BUSINESS
- Associate professor Ph.D. **Valeriu Potecea**, Romanian – American University, Teaching assistant Ph.D. candidate **Georgiana Cebuc**, Romanian – American University

- THE IDENTIFICATION OF INDICATORS FOR THE DETERMINATION OF IMPACT INNOVATION OF SMALL AND MEDIUM ENTREPRISES IN THE CONTEXT OF GLOBALIZATION

Professor Ph.D. **Elena Claudia Șerban**, Academy of Economic Studies, Bucharest, Lecturer Ph.D. **Raluca Florentina Crețu**, Academy of Economic Studies, Bucharest, Associate professor Ph.D., **Romeo Cătălin Crețu**, University of Agronomic Sciences and Veterinary Medicine of Bucharest

- ASSESSING AND REDUCING THE ORGANITAZION'S RISK OF BANKRUPTCY USING THE SUBTLE CROWDS

Ph.D. **Marcel Stoica**, Ph.D. **Ion Ionita**, Ph.D. **Daniela Hîncu**, Academy of Economic Studies Bucharest, Dept. of Management