

## SECTION III

### MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE

#### PARALLEL SESSION 3.1.

*ROOM: E21, 11 a.m. – 2 p.m.*

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

Prof. Ph.D. **Luigi Dumitrescu**

Prof. Ph.D. **Gheorghe Orzan**

- DIAGNOSING THE EXTERNAL ENVIRONMENT OF A COMPANY  
Lecturer Ph.D. **Monica-Violeta Achim**, Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Lecturer Ph.D. **Sorin-Nicolae Borlea**, Vasile Goldiș University, Faculty of Economics, Arad
- ROMANIAN ONLINE ADVERTISING MARKET: FORMATS, EFFECTS, PLAYERS AND TRENDS  
Lecturer Ph.D. candidate **Camelia Apostu**, “Lucian Blaga” University of Sibiu
- THE ROLE OF INTEGRATED MARKETING COMMUNICATION IN BUILDING AND MAINTAINING THE CAPITAL OF A GLOBAL BRAND  
Prof. Ph.D. **Virgil Balaure**, Romanian-American University, Junior Teaching Assistant Ph.D. candidate **Cristina Neagoe**, Romanian – American University, Junior Teaching Assistant Ph.D. candidate **Ivona Stoica**, Romanian – American University, Bucharest
- THE CITY OF LIGHTS – BUILDING ARAD’S BRAND  
Assist. Professor Ph.D. Candidate **Suzana Monica Bija**, “Aurel Vlaicu” University of Arad
- ORGANIZATIONAL BUYING PROCESS: PARTICULARITIES OF ROMANIAN BUSINESS TO BUSINESS MARKET  
Teaching Assistant Ph.D. **Ștefan Claudiu Căescu**, Academy of Economic Studies, Bucharest, Lecturer Ph.D. **Alina Filip**, Academy of Economic Studies, Bucharest, Senior Lecturer Ph.D. **Ionel Dumitru**, Academy of Economic Studies, Bucharest

- MANAGING CUSTOMER - PERCEIVED SERVICE QUALITY  
Professor Ph.D. **Luigi Dumitrescu**, “Lucian Blaga” University of Sibiu
- BUSINESS TO BUSINESS MARKETING – THE TRANSITION FROM SELLING PRODUCTS TO PROVIDING SOLUTIONS  
**Anda Iosif**, TeamNet International, Prof. Ph.D. **Ioan Ursachi**, Academy of Economic Studies, Bucharest
- FEATURES OF THE GLOBAL AND ROMANIAN ANTI-DIABETIC DRUG MARKET BETWEEN 1999 AND 2007  
Lecturer Ph.D. **Claudiu Morgovan**, “Vasile Goldiș” Western University of Arad, Faculty of Medicine, Pharmacy and Dental Medicine, Associate Professor Ph.D. **Smaranda Cosma**, “Babeș-Bolyai” University, Faculty of Business, Cluj-Napoca, Teaching Assistant Ph.D. **Steliana Ghibu**, „Iuliu Hațieganu” University of Medicine and Pharmacy, Faculty of Pharmacy, Cluj-Napoca, Teaching Assistant PhD Student **Marius Bota**, “Babeș-Bolyai” University, Faculty of Business, Lecturer Ph.D. **Călin Burta**, „Victor Babeș” University of Medicine and Pharmacy Timișoara, Faculty of Pharmacy, Timișoara, Professor Ph.D. **Constantin Polinicencu**, „Iuliu Hațieganu” University of Medicine and Pharmacy, Faculty of Pharmacy, Cluj-Napoca
- BAKERY INDUSTRY IN THE GLOBALIZATION CONTEXT. FOOD SAFETY - THE EFFECT OF THIS PHENOMENON AND THE IMPORTANCE GIVEN BY COMPANIES IN THIS FIELD IN ROMANIA  
Ph.D. Student **Olimpia Oancea**, University of Pitești, Faculty of Economics, Ph.D. Student **Victoria Mihaela Brînzea**, University of Pitești, Faculty of Economics
- NEW CHALLENGES OF THE KNOWLEDGE SOCIETY – TOWARDS A NEW PARADIGM OF MARKETING  
Professor Ph.D. **Silvia Delia Olaru**, “Spiru Haret” University, Associate Professor Ph.D. **Elena Gurgu**, “Spiru Haret” University
- ONLINE MARKETING RESEARCH IN THE GLOBAL INFORMATION SOCIETY  
Professor Ph.D. **Gheorghe Orzan**, Academy of Economic Sciences, Bucharest, Junior Teaching Assistant Ph.D. Candidate **Ivona Stoica**, Romanian-American University, Junior Teaching Assistant Ph.D. Candidate **Cristina Neagoe**, Romanian-American University, Lecturer Ph.D. **Mihai Orzan**, Academy of Economic Sciences

- THE DEVELOPMENT OF ONLINE ADVERTISING ON THE ROMANIAN MARKET: FROM CONCEPTUAL BASICS TO THE OPERATIONAL DRIVERS  
Assistant Professor **Carmen Pantea**, Academy of Economic Studies, Bucharest, Senior Lecturer Ph.D. **Călin Vegheș**, Academy of Economic Studies, Bucharest
- MANAGING THE COORDINATION OF MARKETING AND R&D IN THE INNOVATOR PROCESS  
Ph.D. Student **Mihail Romulus Radulescu**, Academy of Economic Studies, Bucharest, Ph.D. Student **Constantin Victor Ioane**, Academy of Economic Studies, Bucharest, Ph.D. Student **Christian Nasulea**, Academy of Economic Studies, Bucharest, Ph.D. Student **Andrei Niculescu**, Academy of Economic Studies, Bucharest
- ECO-MARKETING: THE SPECIFIC FIELD OF MODERN MARKETING  
MBA Lecturer, Ph.D. **Oana Stanciu**, “Lucia Blaga” University of Sibiu

## PARALLEL SESSION 3.2.

*ROOM: E21, 4 p.m. – 6 p.m.*

### Section Board:

Prof. Ph.D. **Ioan Cosmescu**

Prof. Ph.D. **Iuliana Cetină**

- THE AGRO-TOURISM, SOCIO-ECONOMIC AND CULTURAL PHENOMENON  
Lecturer Ph.D. **Ioan Bordean**, Danubius University, Galați, Associate professor **Cornelia Tureac**, Danubius University, Galați, Lecturer Ph.D. **Aurica Grigore**, Danubius University, Galați
- SERVICE QUALITY IN BANKING INDUSTRY  
Professor Ph.D. **Iacob Cătoiu**, Academy of Economic Studies, Bucharest, Professor Ph.D. **Iuliana Cetină**, Academy of Economic Studies, Bucharest, Lecturer Ph.D. **Violeta Radulescu**, Academy of Economic Studies, Bucharest
- STUDY ABOUT CORPORATE SOCIAL RESPONSIBILITY IN ROMANIA  
Associate Professor Ph.D. **Smaranda Cosma**, “Babeș-Bolyai” University, Faculty of Business, Cluj-Napoca, Student **Andreea Borza**, “Babeș-Bolyai” University, Faculty of Business, Cluj-Napoca
- THE ENVIRONMENTAL IMPACT OF TOURISM  
Professor Ph.D. **Ioan Cosmescu**, “Lucian Blaga” University of Sibiu, Lecturer Ph.D. **Cosmin Tileagă**, “Lucian Blaga” University of Sibiu, Ph.D. candidate **Denisa Dudău**, Express Casa S.R.L.
- THE ANALYSIS OF LIBERALIZATION’ IMPACT ON THE ROMANIAN TRAVEL AGENCIES’ ACTIVITY  
Senior lecturer Ph.D. **Silvia-Elena Cristache**, Bucharest University of Economics, Senior lecturer Ph.D. **Andreea Iluzia Iacob**, Bucharest University of Economics, Professor Ph.D. **Daniela Șerban**, Bucharest University of Economics, Assistant Ph.D. Candidate **Lavinia Ștefania Țoțan**, Bucharest University of Economics
- MODERN TOURISM AND HUMAN RESOURCES DEVELOPMENT  
Professor Ph.D. **Livia Ilie**, “Lucian Blaga” University of Sibiu, Ph.D. Student **Adrian Ilie**, Academy of Economic Studies Bucharest

- THE LIFE CYCLE OF A MARITIME SHIP BETWEEN "PRODUCT" AND "SERVICE"  
Lecturer Ph.D. **Florin Iordanoaia**, Maritime University, Constanța, Romania
- BUSINESS TOURISM – A NEW FORM OF TOURISM IN ROMANIA  
Lecturer Ph.D. candidate **Mihaela-Carmen Muntean**, "Dunărea de Jos" University Galați, Faculty of Economic Sciences, Lecturer Ph. D. candidate **Ludmila-Daniela Manea**, "Dunărea de Jos" University Galați, Faculty of Economic Sciences, Assoc. Prof. Ph.D. **Costel Nistor**, "Dunărea de Jos" University Galați, Faculty of Economic Sciences
- TOURISMS SPECIALIZATION AND ROMANIA'S ECONOMIC DEVELOPMENT POST-ACCESSION  
Assoc. Prof. Ph.D. **Costel Nistor**, "Dunărea de Jos" University, Faculty of Economic Sciences, Lecturer Ph.D. candidate **Mihaela-Carmen Muntean**, "Dunărea de Jos" University, Faculty of Economic Sciences, Lecturer Ph.D. candidate **Ludmila-Daniela Manea**, "Dunărea de Jos" University, Faculty of Economic Sciences
- CLIMATE CHANGE AND TOURISM  
Associate Junior Teaching Assistant **Georgiana Cristina Popa**, „Lucian Blaga” University of Sibiu
- HOW TO INCREASE CONSUMERS INVOLVEMENT THROUGH NEW STIMULI USED IN MARKETING COMMUNICATION PROCESS  
Senior Lecturer Ph.D. **Ioana Cecilia Popescu**, Academy of Economic Studies Bucharest, Ph.D. Candidate **Mihaela Stănoiu**, Academy of Economic Studies Bucharest
- WHICH IS THE EVOLUTION OF THE THIRD ECONOMIC SECTOR IN THE CONTEXT OF ECONOMIC CRISIS IN ROMANIA?  
Assoc. Prof. Ph.D. **Cecilia Irina Răboțu**, "Constantin Brâncuși" University Târgu-Jiu, Assoc. Prof. Ph.D. **Amalia Venera Todoruț**, "Constantin Brâncuși" University Târgu-Jiu
- WAYS TO QUANTIFY THE EFFECTS OF AGRO-TOURISM  
Associate professor **Cornelia Tureac**, Danubius University, Galați, Lecturer Ph.D. **Ioan Bordean**, Danubius University, Galați, Lecturer Ph.D. **Aurica Grigore**, Danubius University, Galați

### PARALLEL SESSION 3.3.

*ROOM: E21, 6 p.m. – 8 p.m.*

#### **Section Board:**

Prof. Ph.D. **Doina-Maria Simion**

Prof. Ph.D. **Iuliana Ciochină**

- BUSINESS COMPANIES AND FAIR TRADE: REALITIES AND PERSPECTIVES  
Lecturer Ph.D. **Lucian Beleşcu**, “Lucian Blaga” University of Sibiu
- MEASUREMENT OF THE TRADE SHOW EFFICIENCY ON THE ROMANIAN MARKET  
Andreea **Raluca Cărăgin**, Academy of Economic Studies, Bucharest, **Dorel Mihai Paraschiv**, Academy of Economic Studies, Bucharest, **Mihaela Gabriela Belu**, Academy of Economic Studies, Bucharest
- ROMANIA - EGYPT- A MARKETING STRATEGY FOR A BETTER BILATERAL TRADE  
Professor Ph.D. **Iacob Cătoi**, Academy of Economic Studies, Bucharest, Ph.D. **Tudor Edu**, Academy of Economic Studies, Bucharest, Ph.D. Candidate **Alaa Eldin Husein**, Embassy of Egypt
- THE INTERNATIONALIZATION OF SMES FROM VALCEA COUNTY  
Professor Ph.D. **Iuliana Ciochină**, „Constantin Brâncoveanu” University Piteşti, Faculty of Management Marketing in Business Affaires Rm. Vâlcea, Senior Lecturer Ph.D. **Daniel Sorin Manole**, „Constantin Brâncoveanu” University Piteşti, Faculty of Management Marketing in Business Affaires Rm. Vâlcea, Lecturer Ph.D. **Carmen Iordache**, „Constantin Brâncoveanu” University Piteşti, Faculty of Management Marketing in Business Affaires Rm. Vâlcea, Teaching Assistant Ph.D. Candidate **Răzvan Decuseară**, „Constantin Brâncoveanu” University Piteşti, Faculty of Management Marketing in Business Affaires Rm. Vâlcea
- CHARACTERISTICS OF ROMANIA`S INTERNATIONAL COMMERCIAL RELATIONS WITH THE EUROPEAN UNION  
Ph.D. Researcher **Andreea Mihaela Gagea**, Academy of Economic Studies, Bucharest, Assist. Prof. Ph.D. **Liliana Grigore**, Academy of Economic Studies, Bucharest, PhD. Researcher **Anca Maria Stănculescu**, Academy of Economic Studies, Bucharest

- METHODS OF ASSESSMENT OF DIVERSIFICATION AND CONCENTRATION ON TYPES OF PRODUCTS ON THE FOREIGN TRADE OF ROMANIA WITH THE EUROPEAN UNION  
Ph.D. Researcher **Andreea Mihaela Gagea**, Academy of Economic Studies, Bucharest, Ph.D. Researcher **Anca Maria Stănculescu**, Academy of Economic Studies, Bucharest, Ph.D. Researcher **Sabin Mihai Niculae**, Academy of Economic Studies
- ENVIRONMENTAL PROTECTION, VECTOR OF SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF GLOBALIZATION  
**Smaranda Găvan**, University of Pitești, **Alina Andronescu-Bode**, University of Agricultural Sciences and Veterinary Medicine of Bucharest
- THE IMPORTANCE OF CONVERGENCE, GROWTH AND ECONOMIC RESTRUCTURING AMONG EUROPEAN UNION REGIONS  
Senior Lecturer Ph.D. **Mădălina Militaru**, “Spiru Haret” University, Lecturer Ph.D. **Cezar Militaru**, “Dimitrie Cantemir” Christian University
- DEVELOPING INTERNATIONAL BUSINESS IN TELECOM INDUSTRY IN EMERGING ECONOMIES  
**Mihai Dorel Paraschiv**, Academy of Economic Studies Bucharest, **Andreea Raluca Cărăgin**, Academy of Economic Studies Bucharest, **Mihaela Gabriela Belu**, Academy of Economic Studies Bucharest
- COUNTERFEITING, A PRECISE TARGET IN A LONG - TIME BATTLE  
Assistant Ph.D. **Emilia Pascu**, Christian University “Dimitrie Cantemir”, Faculty of Touristic and Commercial Management
- THE KNOWLEDGE AND INFORMATICS SYSTEMS  
Assoc. Prof. Ph.D. **Carmen Radut**, “Constantin Brâncoveanu” University, Pitești, Lecturer **Aurelian Has**
- ENZO PACI – A STARTPOINT IN THE WORLD STATISTICS?  
Professor Ph.D. **Doina Maria Simion**, “Lucian Blaga” University of Sibiu
- VIRTUAL MARKET MODELLING  
Professor Ph.D. **Georgeta Șoavă**, University of Craiova, Faculty of Economics and Business Administration, Lecturer Ph.D. **Ion Buligiu**, University of Craiova, Faculty of Economics and Business Administration

## PARALLEL SESSION 3.4.

*ROOM: E12, 11 a.m. – 2 p.m.*

### Section Board:

Assoc. Prof. Ph.D. **Virgil Nicula**

Prof. Ph.D. **Ioan Ursachi**

- MODELING THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC GROWTH: EVIDENCE FROM ROMANIA  
Associate professor Ph.D. **Ana Bobircă**, Academy of Economic Studies, Bucharest, Research assistant **Sorin Dumitrescu**, Academy of Economic Studies, Bucharest, Professor Ph.D. **Paul Gabriel Miclăuș**, Academy of Economic Studies, Bucharest, Associate professor Ph.D. **Radu Lupu**, Academy of Economic Studies, Bucharest
- THE ROMANIAN CLOTHING CUSTOMER'S PROFILE  
Teaching-assistant Ph.D. candidate **Marius Bota**, "Babeș-Bolyai" University, Faculty of Business, Cluj-Napoca, Romania, Professor Ph.D. **Mihai Naghi**, "Babeș-Bolyai" University, Faculty of Economics and Business Administration, Cluj-Napoca, Associate Senior Lecturer Ph.D. **Claudiu Morgovan**, "Vasile Goldiș" Western University of Arad, Faculty of Medicine, Pharmacy and Dental Medicine Arad
- THE "ECOSYSTEM-PAUPERISM" BINARY. ASSESSMENTS REGARDING THE INSURANCE OF ENVIRONMENT DURABILITY 8 YEARS LATER FROM THE MILLENNIUM SUMMIT  
Ph.D. **Luminița Maria Craciun**, ASIROM-Vienna Insurance Group, Galați
- INTERNAL MARKETING – A STRATEGIC PREREQUISITE FOR ACHIEVING CUSTOMER SATISFACTION AND CUSTOMER LOYALTY  
Lecturer Ph.D. **Alina Filip**, Academy of Economic Studies, Bucharest, Teaching Assistant Ph.D. **Ștefan Căescu**, Academy of Economic Studies, Bucharest, Lecturer Ph.D. **Mihaela Constantinescu**, Academy of Economic Studies, Bucharest
- ENDOGENOUS AND EXOGENOUS INFLUENCES ON CONSUMER BEHAVIOUR  
Teaching Assist. **Mircea Fuciu**, Romanian-German University of Sibiu, Associate Professor Ph.D. **Hortensia Gorski**, Romanian-German University of Sibiu



- STUDY REGARDING THE DEVELOPMENT OF THE TOURISM SECTOR IN ROMANIA  
Assoc. Prof. Ph.D. **Ramona Gruescu**, University of Craiova, Faculty of Economics and Business Administration, Assoc. Prof. Ph.D. **Roxana Nanu**, University of Craiova, Faculty of Economics and Business Administration, Assoc. Prof. Ph.D. **Luminita Vochita**, University of Craiova, Faculty of Economics and Business Administration
- THE STRATEGIES AND TOURISTIC POLITICS TO MACROECONOMIC LEVEL  
Lecturer Ph. D. **Maria Carmen Iordache**, “Brâncoveanu University”, Rm. Vâlcea, Lecturer Ph. D. **Laura Pănoiu**, “Brâncoveanu University”, Rm. Vâlcea, Teaching Assistant **Ionela Carmen Rizea**, “Brâncoveanu University”, Rm. Vâlcea, Teaching Assistant **Maria Roxana Popa**, “Brâncoveanu University”, Rm. Vâlcea
- THE CURRENT ECONOMIC CRISIS AND THE TOURISM  
Associate Professor Ph.D. **Virgil Nicula**, ”Lucian Blaga” University of Sibiu
- THE FORMAT OF THE UNINOMINAL POLL AND THE ROMANIAN ELECTORATE  
Assistant professor Ph.D. candidate **Cristi Tatu**, Academy of Economic Studies, Bucharest, Professor Ph.D. **Iacob Cătoiu**, Academy of Economic Studies, Bucharest, Associate professor Ph.D. **Diana Vrânceanu**, Academy of Economic Studies, Bucharest
- HOW AN INTEGRATED MARKETING COMMUNICATION APPROACH CAN INFLUENCE THE PERCEIVED BRAND PURCHASE VALUE  
Junior Teaching Assistant Ph.D. Candidate **Mihai Țichindelean**, „Lucian Blaga” University of Sibiu
- ROMANIAN TV CONSUMERS PROFILE – CRITICAL TO TV MANAGEMENT  
Professor Ph.D. **Ioan Ursachi**, Academy of Economic Studies, Bucharest, Ph.D. **Candidate Sabin Cutas**, Academy of Economic Studies, Bucharest
- CULTURAL RESOURCES IMPACT ON THE TRAVEL AND TOURISM COMPETITIVENESS OF THE CENTRAL AND EASTERN EUROPEAN COUNTRIES  
Senior lecturer Ph.D. **Calin Veghes**, Academy of Economic Studies, Bucharest, Assistant professor **Diana Balan**, Academy of Economic Studies, Bucharest

- RELATION “ENTREPRENEURIAL CULTURE – ORGANISATIONAL CULTURE” IN THE PROCESS OF BUSINESS DEVELOPMENT  
Chief Assist. Prof. Ph.D. **Kamelia Vunova**, IUC
- RELATION OF INTEGRATED MARKETING COMMUNICATIONS WITH ONLINE TOURIST PRODUCT DISTRIBUTION  
Ass. Professor **Ivelina Yoveva**, IUC