

22nd International Economic Conference - IECS 2015

**"ECONOMIC PROSPECTS IN THE CONTEXT OF GROWING
GLOBAL AND REGIONAL INTERDEPENDENCIES"**

**SIBIU, ROMANIA
MAY 15 - 16, 2015**

FRIDAY, 15th of May

- 08:30 - 09:30** • **Registration of participants at the "Aula Magna", "Lucian Blaga" University of Sibiu, No 2A, Lucian Blaga Street.**
- 09:30 – 10:00** • **Opening festivity**
 - ULBS Senate President Ph.D. DHC Constantin Oprean
 - Rector: Ph.D. Prof. Ioan Bondrea
 - Dean: Ph.D. Prof. Liviu Mihaescu
 - Honoric Chairman: Ph.D. DHC Dan Popescu
- 10:00 - 10:15** • **Presentation of the Faculty New Published Works**
- 10:30 – 12:30** • **Papers presentation on Parallel Sessions** at the Faculty of Economic Sciences, No 17, Dumbrăvii Street
- 12:45 - 14:15** • **Lunch Break.** Lunch at the Restaurant of the "Lucian Blaga" University, No. 31, Bd. Victoriei
- 14:30 – 19:00** • **Papers presentation on Parallel Sessions** at the Faculty of Economic Sciences, No 17, Dumbrăvii Street
- After 20:00** • **Conference Dinner.** Restaurant "La Dobrun", No.1 Dobrun Street

SATURDAY, 16th of May

- 10:00 - 11:00** • **Closing Conference Session** at the Faculty of Economic Sciences, No 17, Dumbrăvii Street
- **Conclusions. Official Closing Session**
- After 11:00** • **Trip and Lunch at Orlandea Domain, Marginimea Sibiului**

The organizers kindly ask the participants that the time for each paper should not exceed 10 min. Presentation will be in English.

Paper Sessions

SECTION 1***ECONOMICS OF CRISES VERSUS CRISIS OF ECONOMICS (ECCE)***

	FRIDAY, MAY 15, 2015
10:30 – 12:00	ROOM: EM 9
SESSION TRAK	PARALLEL SESSION 1.1. ECCE
SESSION CHAIR	BRATIAN Vasile, BALTADOR Lia Alexandra

UNEMPLOYMENT, INFLATION AND UNCERTAINTY IN ROMANIA*ASANDULUI Mircea, LUPU Dan, VIORICA Daniela***ECONOMIC CRISIS AND FOREIGN DIRECT INVESTMENTS IN ROMANIA***BAKO Elena Dana, VARVARI Stefana Alexandra Diana***SUSTAINABLE DEVELOPMENT: THINK GLOBAL, ACT LOCAL – A CASE STUDY IN IGHIU, ROMANIA***BALADOR Lia Alexandra***FOOD SECURITY AS A COMPONENT OF ECONOMIC SECURITY SYSTEM OF RUSSIA***BATTALOVA Alina***FISCAL POLICY IN EMERGING ECONOMIES. A BAYESIAN APPROACH***BOBASU Alina Gabriela***INSTITUTIONALISM AND CRISIS***BODEA Gabriela, ROVINARU Mihaela***THE ECB RESPONSE TO THE FINANCIAL CRISIS. MONETARY POLICY INSTRUMENTS USED BY THE ECB***BONTA (MITEA) Liana Antonela***ANIMAL SPIRITS - PREMISES OF ECONOMIC PHENOMENA***BRĂTIAN Vasile***INNOVATION AS THE PATHWAY TO GROWTH. THE CONNECTION WITH THE LABOUR MARKET***BURCIU Andreea*

	FRIDAY, MAY 15, 2015
14:00 – 16:10	ROOM: E 11
SESSION TRAK	PARALLEL SESSION 1.2. ECCE
SESSION CHAIR	POPESCU Dan, FRANC Valeriu Ioan, POPESCU Doris

POST-COMMUNIST CAPITALISM: STILL ELUSIVE*BURNETE Sorin***IS RUSSIA THE NEW GERMANY OF THE AUTOMOTIVE MARKET?***CÂRSTEA Vlad Gabriel***REALITIES AND PERSPECTIVES CONCERNING SOVEREIGN DEBT***DECEANU Liviu Daniel , SECHEL Ioana Cristina***THE IMPORTANCE OF SERVICES FOR PRODUCTION ACTIVITY IN SOUTH-WEST OLTENIA REGION'S ECONOMY***ENESCU Maria, ENESCU Marian***FOREIGN DIRECT INVESTMENTS IN THE ECONOMIC DEVELOPMENT OF ROMANIA***ENESCU Marian , ENESCU Maria***ASPECTS OF FOREIGN PORTFOLIO INVESTMENTS RISKS IN ROMANIA***FÂNTÂNĂ Raul Sorin***EUROPEAN UNION AS SEEN TODAY***FRANC Valeriu Ioan***INSTITUTIONAL ENVIRONMENT, INITIAL CONDITIONS AND STATE FRAGILITY IN POST-COMMUNIST COUNTRIES***IACOBUȚĂ Andreea Oana, ȚIGANAS Claudiu Gabriel***THE SUBSTITUTION STRATEGY FOR IMPORTS AND THE PROMOTION STRATEGY FOR EXPORTS' APPLYING THOSE STRATEGIES ON THE ROMANIAN ECONOMY***IONESCU Alexandru, CÂRSTEA Vlad Gabriel***THE SOCIAL MARKET ECONOMY: GERMAN COORDINATES FROM A EUROPEAN PERSPECTIVE TO THE ORIGINS: FROM FRIEDRICH LIST TO THE EUROPEAN AND EUROATLANTIC INTEGRATION***POPESCU Dan***SUSTAINABLE RURAL DEVELOPMENT IN ROMANIA. OPPORTUNITIES AND PERSPECTIVES***POPESCU Doris*

	FRIDAY, MAY 15, 2015
14:30 – 16:30	ROOM: EM 9
SESSION TRAK	PARALLEL SESSION 1.3. ECCE
SESSION CHAIR	CARAGANCIU <i>Anatolie</i>, MOGA <i>Ilie</i>, LUCIAN <i>Paul</i>

FUNDAMENTAL PRINCIPLES OF COMPETITION LAW ENFORCEMENT*CARAGANCIU Anatolie, CĂRARE Viorica***SOME CONSIDERATIONS ON THE SUSTAINABLE URBAN DEVELOPMENT IN ROMANIA***LUCIAN Paul***THE DYNAMICS OF THE FDI INFLOWS DURING THE LAST THREE DECADES. A COMPARATIVE ANALYSIS BETWEEN DEVELOPING AND DEVELOPED COUNTRIES***MAXIM Laura Diaconu***AGRICULTURAL INSURANCES AND FOOD SECURITY. THE NEW CLIMATE CHANGE CHALLENGES***MĂRZA Bogdan, ANGELESCU Carmen, TINDECHE Cristina***STATISTICAL ANALYSIS OF THE INDICATORS THAT HAVE INFLUENCED THE STANDARD OF LIVING IN ROMANIA DURING THE ECONOMIC CRISIS***MĂRZA Bogdan, MĂRCUȚĂ Liviu, MĂRCUȚĂ Alina***THE RELATION BETWEEN EXTERNAL DEBT AND ECONOMIC GROWTH ACROSS EUROPEAN UNION MEMBER STATES. DOES ECONOMIC GOVERNANCE MATTERS?***MIHUȚ Ioana Sorina, CALEA Sorin Augustin***SUBSTANTIATING PRICES BASED ON ECONOMIC PRINCIPLES UNDER THE CURRENT COMPETITIVE CONDITIONS***MOGA Ilie***HOW SANCTIONS ON RUSSIA IMPACT THE ECONOMY OF THE EUROPEAN UNION***NASULEA Christian, CRETU Beatrice Nicolle, SPINU Diana Florentina***INTERNATIONAL EXPANSION STRATEGIES OF COMPANIES***NICOLAE Adina Iulia***CONSUMER BEHAVIOR IN TOURISM FROM THE PERSPECTIVE OF HEDONIC AND UTILITARIAN FACTORS AND EXOGENOUS AND ENDOGENOUS INFLUENCES***OPREANA Alin, VINEREAN Simona, CETINĂ Iuliana***THE ECONOMICS AND FINANCE OF ENERGY SECURITY***POPESCU Maria Floriana*

	FRIDAY, MAY 15, 2015
14:30 – 16:10	ROOM: E 51
SESSION TRAK	PARALLEL SESSION 1.4. ECCE
SESSION CHAIR	<i>ILIE Livia, SUMEDREA Silvia, OPREANA Alin</i>

POST-CRISIS ECONOMIC RECOVERY ENTREPRENEURSHIP PERFORMING A CHALLENGE FOR ROMANIAN ECONOMY

DUMITRESCU Mihaela

CHALLENGES FOR FINANCIAL MANAGERS IN A CHANGING ECONOMIC ENVIRONMENT

ILIE Livia

ECONOMIC GLOBALIZATION: FROM MICROECONOMIC FOUNDATION TO NATIONAL DETERMINANTS

MARGINEAN Silvia

THE ROLE OF THE ECONOMIC GOVERNANCE IN THE CONTEXT OF THE NATIONAL OIL INDUSTRY. CASE STUDY: ROMANIA - THE BEGININGS (19TH AND 20TH CENTURY)

ROVINARU Flavius Ioan, MIHUȚ Ioana Sorina, PÂRVU Marcel

AN ASSESSMENT OF ROMANIAN AGRICULTURE BETWEEN 1918 AND 1940 AS REFLECTED IN THE ECONOMIC THINKING OF THE TIME: STUDY OF THE ANALYSIS UNDERTAKEN BY G. N. LEON

ROVINARU Flavius, ROVINARU Mihaela, POP Larisa Nicoleta

HOW WORK RELATED STRESS AFFECTS PRIVATE LIVES

ROTARIU Irina Ionela, ȘERBU Răzvan

QUO VADIS EU? IMPLICATIONS FOR ROMANIA

STAIUCU Gabriel, PANA Marius Cristian

HOW THE COMPANIES DID STRUCTURE THEIR CAPITAL TO SURPASS CRISES?

SUMEDREA Silvia

THE 2008 CRISIS: CAUSES AND FUTURE DIRECTION FOR THE ACADEMIC RESEARCH

TOARNA Alina, COJANU Valentin

THE EVOLUTION OF THE VALUE ADDED TAX IN ACCORDANCE WITH VALUE ADDED TAX GAP IN EUROPEAN UNION

VLAD Cristina, OPRET Anca, BREZEANU Petre

Paper Sessions

SECTION 2**MANAGEMENT: NEW COORDINATES AND CHALLENGES (MNCC)**

	FRIDAY, MAY 15, 2015
10:30 – 12:30	ROOM: E31
SESSION TRAK	PARALLEL SESSION 2.1. MNCC
SESSION CHAIR	HERCIU Mihaela, HOROBET Alexandra, BELAŞCU Lucian

FISCAL PARTNERSHIP OF SUSTAINABLE NATURAL RESOURCES MANAGEMENT*BĂLĂŞESCU Florin RĂZVAN***FOREIGN DIRECT INVESTMENTS AND INSTITUTIONAL PERFORMANCE: A ROMANIAN PERSPECTIVE***BELAŞCU Lucian, HOROBET Alexandra***INNOVATION AND LOGISTICS PERFORMANCE: CAUSE AND EFFECTS***BÎZOI Cristian Gabriel, SIPOS Gabriela Lucia***AN OPINION REGARDING THE TOPIC: 'ECONOMIC PROSPECTS IN THE CONTEXT OF GROWING GLOBAL AND REGIONAL INTERDEPENDENCIES'***BOGDAN Ioan***ENTREPRENEURIAL MANAGEMENT - A CHALLENGE FOR UNIVERSITIES***BRUSTUREANU Bogdan***PROS AND CONS OF VIRTUAL LEARNING ENVIRONMENTS - THE EXPERIENCE OF E-LEARNING PLATFORMS IN PROJECT MANAGEMENT***HOROBET Alexandra, BELAŞCU Lucian***MIXED TEAMS IN HUMAN RESOURCE MANAGEMENT***CĂMPAN Bogdan, BUŞU Mihail***OPPORTUNITIES OF HARNESSING ORGANIZATIONAL KNOWLEDGE***CONDRATOV Iulian Alexandru, HAPENCIUC Cristian Valentin, BEJINARU Ruxandra***THE IMPACT OF TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP ON THE EUROPEAN ECO - INNOVATION***DOBREA Răzvan Cătălin, PODGOREANU Iulia Xenia, BORISOV Daniela***SIMULATIONS OR "LEARNING BY DOING" - THE NEXT STEP IN INNOVATIVE EDUCATION***HERCIU Mihaela*

	FRIDAY, MAY 15, 2015
10:30 – 12:30	ROOM: E51
SESSION TRAK	PARALLEL SESSION 2.2. MNCC
SESSION CHAIR	IANUSZ Grabara, OGREAN Claudia, ȘERBAN Anca

BUSINESS MODELS TO MEET THE CHALLENGES OF THE GLOBAL ECONOMY - A LITERATURE REVIEW

OGREAN Claudia

MANAGING COMPLEXITY A DISCUSSION OF CURRENT STRATEGIES AND APPROACHES

GORZEN-MITKA Iwona , MALGORZATA Okreglicka

THE SPECIFICITY OF THE PROBLEMS OF ASSESSING THE FINANCIAL CONDITION OF RUSSIAN COMPANIES

GRECHENYUK Anton Vladimirovich, GRECHENYUK Olga Nikolaevna, POLOZHENTSEVA Yulia Sergeevna

ECONOMIC AND TECHNICAL CONDITIONS OF SELECTION OF SPARE PARTS SUPPLIERS OF TECHNICAL EQUIPMENT

GRONDYS Katarzyna

THE ESTIMATION OF PROPERTY AND BUSINESS IN THE ANTI-CRISIS MEASURES

GUSELBAEVA G., PACHKOVA Olga

THE INDIVIDUALS' LEVEL OF COMPUTER AND INTERNET USE IN POLISH INFORMATION SOCIETY IN COMPARISON TO EUROPEAN AVERAGE

JANUSZ Grabara

EXAMPLES OF SUSTAINABLE DEVELOPMENT IN THE AREA OF TRANSPORT

KADLUBEK Marta

A REVIEW OF LOGISTICS AND TRANSPORT SECTOR AS A FACTOR OF GLOBALIZATION

KHERBACH Oualid , MOCAN Marian

BUSINESS RISK MANAGEMENT IN INTERNATIONAL CORPORATIONS

KOT Sebastian , PRZEMYSŁAW Dragon

IDENTIFICATION OF BUSINESS PROCESSES IN AN ENTERPRISE MANAGEMENT

LEMANSKA-MAJDZIK Anna , MALGORZATA Okreglicka

TERRITORY MANAGEMENT IN VIEW OF CLUSTER POTENTIAL

LITVINTSEVA Galina Pavlovna, SHITS Ekaterina Alexandrovna

ANALYSIS OF INSTITUTIONS AND THE FACTORS OF DEVELOPMENT OF REGIONAL INNOVATION POTENTIAL ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN

PAVLOVA A., PARFILOVA R

THE CHARACTERISTIC OF THE INSTITUTIONAL AND ORGANIZATIONAL ENVIRONMENT OF SMALL INNOVATIVE AND BIG BUSINESS COOPERATION

SIBIRSKAYA Elena , STROEVA Olesya, SIMONOVA Eugenia

DETERMINANTS OF COMPETITIVENESS OF SMALL ENTERPRISES: POLISH PERSPECTIVE

SIPA Monika, GORZEN-MITKA Iwona, SKIBINSKY Andrzej

SOURCES OF INNOVATION OF SMALL BUSINESSES: POLISH PERSPECTIVE

SIPA Monika, SKIBINSKY Andrzej

THE CHALLENGES OF CONTEMPORARY MANAGEMENT

SKIBINSKA Wioletta , KOTT Iga

THE REQUIREMENT OF NEW INDUSTRIAL POLICY TO SUPPORT POLISH ECONOMY

SLUSARCZYK Beata

THE STRUCTURAL MODEL OF FORMATION AND REALIZATION OF THE PROACTIVE CHARACTER REGIONAL INNOVATIVE POLICY

STROEVA Olesya, SIBIRSKAYA Elena, SHMANEV Sergey

EFFICIENCY OF SMALL BUSINESS MANAGEMENT IN THE COMMUNICATIONS INDUSTRY: SIMULATION OF THE COMPETITIVE ENVIRONMENT

PLOTNIKOV Vladimir , LEONTYEV Evgeniy

INSTRUMENTS OF DEVELOPMENT OF CLUSTER POLICY: STAGES, MODELS, INTERNATIONAL PRACTICE

POLOZHENTSEVA Yulia, KLEVTSOVA Maria

STATE ECONOMIC POLICY AND ITS TERRITORIAL PECULIARITIES

TRUSOVA Natalia, PLOTNIKOV Vladimir

CLUSTERING OF SOCIO-ECONOMIC SPACE: THEORETICAL APPROACHES AND RUSSIAN EXPERIENCE

VERTAKOVA Yulia , RISIN Igor

METHODICAL APPROACH TO THE FORMATION AND IMPLEMENTATION OF SOCIO-ECONOMIC POLICY OF REGIONAL HEALTH CARE DEVELOPMENT

VERTAKOVA Yulia , VLASOVA Olga

DEVELOPMENT STRATEGY FOR SERVICE COMPANIES

VOLKOVA Albina

A REVIEW OF STATE PROGRAMS

VOLKOVA Albina

	FRIDAY, MAY 15, 2015
14:30 – 16:10	ROOM: E 31
SESSION TRAK	PARALLEL SESSION 2.3. MNCC
SESSION CHAIR	MUSCALU Emanoil, MIHAESCU Liviu, FRĂTICIU Lucia

MOTIVATED STUDENTS COULD BE THE FUTURE SUCCESSFUL MANAGERS

ANDREI Olivia

THE HARZBURG MANAGEMENT MODEL IN THE CONTEMPORARY WORLD.

ANDRONIC Oana Georgiana

INFLUENCES AND CONSEQUENCES OF ORGANIZATIONAL MANAGEMENT TRANSFORMATION

BUCĂȚA George, ANDĂNUȚ Mihaela

A COMPOSITE INDEX TO ASSESS THE TOP EUROPEAN FOOTBALL CLUBS IN 2014

DIMA Teodor, OTOIU Adrian

ASSOCIATION OF LABOR RESULTS AND STAFF PERFORMANCE

DINARA Safina, ALSU Bikchantaeva

CULTURE-CIVILIZATION- ORGANIZATIONAL CULTURE AND MANAGERIAL PERFORMANCE

FRĂTICIU Lucia, MIHĂESCU Diana, ANDANUT Marcela

PARTICULARITIES OF PROMOTING HUMAN RESOURCES IN MULTINATIONAL ORGANIZATIONS

MUSCALU Emanoil, MUNTEAN Silvana Nicoleta

THE ISSUE OF ASSESING HR IMPACT FOR THE STRATEGIC HUMAN RESOURCE MANAGEMENT

MUSCALU Emanoil

CHANGE MANAGEMENT AND INSTITUTIONAL ADAPTATION TO NEW ENVIRONMENT

MIHAESCU Liviu

ADAPTIVE MANAGEMENT OF ENTERPRISE'S LOGISTIC SYSTEM

NATALYA Voznenko, ROMAN Teodora

	FRIDAY, MAY 15, 2015
14:30 – 16:10	ROOM: E12
SESSION TRAK	PARALLEL SESSION 2.4. MNCC
SESSION CHAIR	ȚÎȚU Mihail Aurel, TODERICIU Ramona, STĂNIȚ Alexandra

THE IMPORTANCE OF INVESTING IN EDUCATION FOR SUSTAINABLE HUMAN DEVELOPMENT. THE CASE OF ROMANIA

OPREAN Camelia, STAN Sebastian

GREEN LOGISTICS - A CONDITION OF SUSTAINABLE DEVELOPMENT

POPESCU (BÎZOI) Alexandra Codruța, SIPOS Ciprian Alexandru

INTELLECTUAL CAPITAL A STRATEGIC FACTOR OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS AND COUNTRIES

RUSU-TĂNASĂ Margareta

THE MANAGERIAL MODEL OF FINANCIAL AND ECONOMIC PERFORMANCE USING SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT

TILEAGĂ Cosmin, NITU Claudiu Valentin, NITU Oana

INTELLECTUAL CAPITAL - THE KEY FOR SUSTAINABLE COMPETITIVE ADVANTAGE FOR THE SME's SECTOR

TODERICIU Ramona, STĂNIȚ Alexandra

INNOVATION - A CHALLENGE FOR THE 21st CENTURY MANAGERS

ȚÎȚU Mihail Aurel, RĂULEA Andreea Simina, ȚÎȚU Ștefan

THE USE OF PROJECTS IN GENERATING CHANGE IN ORGANIZATIONS

VĂCAR Anca

THE PRICE OF THE DREAMS THAT BECOME REALITY

VINȚEAN Adriana

THE SUPREMACY OF THE WORDS IN BUSINESS

VINȚEAN Adriana

INTELLECTUAL CAPITAL AND ITS RELATIONSHIP WITH UNIVERSITIES

TODERICIU Ramona, ȘERBAN Anca

Paper Sessions

SECTION 3**MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE (MCTNPC)**

		FRIDAY, MAY 15, 2015
10:30 – 12:20		ROOM: E 21
SESSION TRAK		PARALLEL SESSION 3.1. MCTNPC
SESSION CHAIR		DUMITRESCU Luigi, DURALIA Oana

THE PERCEPTION OF ROMANIAN CONSUMER UPON ORGANIC PRODUCTS' PRICES*BOZGA Narcis Alexandru***NEXT GENERATIONS OF CONSUMERS – CHALLENGES AND OPPORTUNITIES FOR BRANDS***BUDAC Adriana Camelia***NEW TRENDS IN COMMERCIAL TECHNOLOGIES IN ROMANIA: EVOLUTION OF ELECTRONIC COMMERCE AS MULTICHANNEL RETAILING INSTRUMENT***CRISTACHE Silvia Elena, CIOBOTAR Georgeta Narcisa, KAILANI Camelia***RESEARCH ON IDENTIFYING THE EXTENT IN WHICH ATTACHMENT AND COMMUNICATION HAS AN IMPACT ON SATISFACTION***DRAGAN Cristina***RESEARCH ON STUDENTS' PERCEPTION OF ONLINE EDUCATIONAL SERVICES***DUMITRESCU Luigi, MUNTHIU Maria-Cristiana***UNDERSTANDING THE ONLINE CONSUMER BEHAVIOUR AND THE USAGE OF THE INTERNET AS A BUSINESS ENVIRONMENT - A MARKETING RESEARCH***DUMITRESCU Luigi, ORZAN Gheorghe, FUCIU Mircea***CHANGES IN CONSUMER'S BEHAVIOR OF TOURISM PRODUCTS AND SERVICES***DURALIA Oana***CONSUMER BEHAVIOUR AND IREVERSIBILITY - A CASE STUDY***MORARU Andreea Daniela, ANTOHI Ionut***RURAL TOURISM AND AGRITOURISM - FORMS OF SUSTAINABLE DEVELOPMENT IN MĂRGINIMEA SIBIULUI***NICULA Virgil, SPĂNU Simona***CHANGING PERSPECTIVES ON STUDENTS IN HIGHER EDUCATION***ORÎNDARU Andreea***SOCIAL MEDIA'S IMPACT ON HEALTHCARE SERVICES***PENTESCU Alma, CETINĂ Iuliana, ORZAN Gheorghe*

		FRIDAY, MAY 15, 2015
14:30 – 16:30		ROOM: E 21
SESSION TRAK		PARALLEL SESSION 3.2. MCTNPC
SESSION CHAIR		NICULA Virgil, BUDAC Camelia, ȚICHINDELEAN Mihai

CHARACTERISTICS OF ONLINE BANKING PRODUCTS AND SERVICES

BUCUR (MANEA) Luiza Emanuela

HEALTHCARE MARKETING -A RELATIONAL APPROACH

CAZACU Lavinia, OPRESCU Alina

PROTECTION OF THE EUROPEAN ENERGY CONSUMERS' RIGHTS WITHIN THE GLOBALIZATION CONTEXT

NICULA Virgil, ONEȚIU Anda Nicoleta, TODORAN Florin

GENDER DIFFERENCES IN MODELLING THE INFLUENCE OF ONLINE MARKETING COMMUNICATION ON BEHAVIOURAL INTENTIONS

PERJU-MITRAN Alexandra, BUDACIA Andreea Elisabeta

STUDIES REGARDING "BUDUREASCA" LOCAL WINES' INTEREST FOR AGROTOURISM DEVELOPMENT

PETRICĂ Ștefan, BOZGĂ Ion, BIBICIOIU Sorin

EVALUATING THE POSSIBILITIES OF IMPLEMENTING THE QUALITY MANAGEMENT AT THE TRAVEL AGENCIES FROM SIBIU AND HUNEDOARA

POPȘA Roxana Elena

ROMANIA AND ITS POSITION ON GLOBAL VALUE CHAIN - AN INTRODUCTIVE ANALYSIS

ȘERBĂNEL Cristiana Ioana

ROMANIAN VERSUS BULGARIAN TOURISM LABOUR MARKET ANALYSIS

TAPESCU Alina Ioana Mihaela

THE AUDIENCE OF MASS MEDIA CHANNELS AND THE IMPACT ON THE NATIONAL AND INTERNATIONAL ECONOMY

TERCHILĂ Sorin

BUSINESS IS PERSONAL. INSIGHTS FROM EXPERIENTIAL MARKETING AND S-D LOGIC

TRISCA Gelu

FROM MASS TOURISM TO NICHE TOURISM

TROANCĂ Dumitru

HOW BRAND PERSONALITY INFLUENCES CONSUMER'S BRAND PREFERENCE

ȚICHINDELEAN Mihai, BECA Monica Teodora

Paper Sessions

SECTION 4**BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE
21ST CENTURY PERSPECTIVE (BAFSCP)**

	FRIDAY, MAY 15, 2015
10:30 – 12:30	ROOM: E 11
SESSION TRAK	PARALLEL SESSION 4.1. BAFSCP
SESSION CHAIR	<i>POLLIFRONI Massimo, BURNETE Sorin, PENTESCU Alma</i>

THE CONVERGENCE IN EUROPE: THE IMPACT OF TRADE AND NON-TRADE FACTORS*ARICIOGLU Ebru, ERUYGUR Ozan, DEGIRMEN Süleyman***QUANTITATIVE METHODS FOR ASSESSMENT THE EFFICIENCY OF INTEGRATION LINKS IN CLUSTERED FORMATIONS IN PRESENT-DAY CIRCUMSTANCES***AVDONINA S.G., GRUDINA S.I., PODGORNAYA A.I.***THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN POLISH COMPANIES IN COMPARISON TO COMPANIES FROM EUROPEAN UNION***BAJDOR Paula***THE MEANING OF OCCUPATIONAL RISK IN SMALL AND MEDIUM SIZED ENTERPRISES IN POLAND***BARTLOMIEJ Okwiet***VALUATION OF COMPOUND REAL OPTIONS FOR INVESTMENTS IN INNOVATIVE PROJECTS IN PHARMACEUTICAL INDUSTRY***BARANOV Alexander, MUZYKO Elena***RATINGS OF INVESTMENT APPEAL OF REGIONS OF RUSSIA AS A TOOL OF ASSESSMENT OF REGION MANAGEMENT EFFICIENCY***BONDARENKO Irina***THE DYNAMICS OF TRIPLE DEFICITS IN EUROPEAN COUNTRIES: NEW INSIGHTS FROM PANEL GRANGER CAUSALITY TESTS***BOLAT Suleyman, DEGIRMEN Suleyman, SENGONUL Ahmet***MANAGEMENT OF EMPLOYEES COMMITMENT IN THE PROCESS OF ORGANIZATION TRANSFORMATION***BRZEZINSKI Stanislaw, BAK Agnieszka***RISKS OF DISREGARDING THE INCOMPATIBLE TRINITY RULE: THE SWISS FRANC CRISIS CASE***BURNETE Sorin***IT-MARKET AND A MARKET OF INNOVATIONS IN SYSTEM FUNCTIONAL MODEL OF MARKET ECONOMY OF THE REPUBLIC OF TATARSTAN***GARIPOVA Ekaterina***EVOLUTION OF BUSINESS MODELS: PAST AND PRESENT TRENDS***GOREVAYA Evgenya, KHAYRULLINA Marina***THE EFFECTS OF RENT-SEEKING BEHAVIOR ON THE EFFICIENCY OF FISCAL POLICY IN UKRAINE***GRAZHEVSKA Nadia, VIRCHENKO Angelina, GRAZHEVSKA Anna***MACRO RESEARCH OF THE INNOVATION ACTIVITY IN THE NATIONAL ECONOMY OF RUSSIA***ILGIZAR Shamilrvich Khasanov***THE EUROPEAN UNION AND THE EASTERN PARTNERSHIP: CONVERGENCE OF ECONOMIES***KHARLAMOVA Ganna*

THE ASSESSMENT OF THE INTELLECTUAL CAPITAL AS A FACTOR OF INVESTMENT ATTRACTIVENESS OF THE REGION

KIRIEVA Veronika, GALIAKHMETOV Linar

SPECIAL ECONOMIC ZONE CONSTITUTION ACCORDING TO CLUSTER ANALYSIS

LIPTAK Frantisek , KLASOVA Slavka, KOVAC Viliam

THE EFFECTS OF SHOCKS ON THE UKRAINIAN LABOR MARKET: SVEC MODELING

LUKIANENKO Iryna , OLISKEVYCH Marianna

INSTRUMENTAL AND METHODOLOGICAL APPROACHES TO RESEARCH OF SOCIO - ECONOMIC DEVELOPMENT OF THE REGION

MALGANOVA Irina, ZAGLADINA Helena

AGRI-FOOD CLUSTERS, WINE TOURISM AND FOREIGN MARKETS. THE ROLE OF LOCAL NETWORKS FOR SMEs INTERNATIONALIZATION

MUSSO Fabio

EFFICIENCY TOWARDS TRANSPARENCY: THE CASE STUDY OF THE ITALIAN LYRIC-SYMPHONIC FOUNDATIONS

POLLIFRONI Massimo, MILITARU Gheorghe, IOANA Adrian

SECURITY OF THE INSURANCE MARKET OF UKRAINE AND THE DETERMINING FACTORS

PRIKAZYUK Natalia, MOTASHKO Tatiana

THE PROBLEMS OF FINANCIAL CYCLE MODELING IN THE GLOBALIZATION OF FINANCIAL MARKETS

RUSTAM Akhmetov, RYSAEVA Guzel

SUSTAINABILITY WAJIT CILILIN INDUSTRY AS LOCAL ECONOMIC DEVELOPMENT ACTIVITIES

RIDHO Andia

NON-STATE PENSION FUNDS IN THE RETIREMENT INSURANCE SYSTEM OF THE RUSSIAN FEDERATION: TRENDS AND PROSPECTS

SABITOVA Nadia , KULAKOVA Sofia, SHARAFUTDINOVA Irina

OIL AND GAS REVENUES OF THE RUSSIAN FEDERATION: TRENDS AND PROSPECTS

SABITOVA Nadia , SHAVALEYEVA Chulpan

THE TRANSITION TO AN INNOVATIVE ECONOMY AS A STRATEGIC IMPERATIVE

VAHITOV Damir, NURTDINOV Ravil, NURTDINOV Albert

THE ESSENCE OF INTANGIBLE SERVICE AS A SPECIAL THEORETICAL CATEGORY IN THE MODERN POST-INDUSTRIAL ECONOMICS SYSTEM

VITRENKO Andrii

TAXATION OF CONTROLLED FOREIGN CORPORATION OR COMPANIES IN RUSSIA

YERINA Tatyana Valeryevna, KASPINA Rosa Grigoryevna

	FRIDAY, MAY 15, 2015
10:30 – 12:30	ROOM: EP 2
SESSION TRAK	PARALLEL SESSION 4.2. BAFSCP
SESSION CHAIR	BALTEȘ Nicolae, MATEȘ Dorel

GROWTH AND CONVERGENCE AT REGIONAL LEVEL IN CEE COUNTRIES: A NONLINEAR APPROACH

ALBU Lucian-Liviu, LUPU Radu, CANTEMIR Calin

AGGREGATE RATING MODEL IN TOURISM ROMANIAN ENTERPRISES

A DONE Diana

CONSIDERATIONS ON THE FINANCIAL EQUILIBRIA OF ROMANIAN ENTERPRISES TOURISM

ANDONE Diana

DOES THE SELF-FINANCING CAPACITY INFLUENCE THE PERFORMANCE OF ENTITIES LISTED ON THE STOCK EXCHANGE? OMV PETROM S.A. ROMANIA CASE STUDY

ANGHEL Ioana, MAN Mariana

STUDY REGARDING THE ASSESSMENT OF THE FINANCIAL PERFORMANCE OF THE ECONOMIC ENTITIES THROUGH THE RATES OF RETURN

BALTEȘ Nicolae, DRAGOE Alexandra Gabriela Maria

STUDY REGARDING THE CREDIT INSTITUTION'S CAPITAL ADEQUACY FROM THE POINT OF VIEW OF BASEL III AGREEMENT

BALTEȘ Nicolae, RODEAN Maria Daciana

THE EVALUATION OF A GROUP OF BANKS RATING IN ROMANIA. A COMPARATIVE ANALYSIS

BĂTRÂNCEA Ioan, GABAN Ioan, RUS Ion

GROWING A BUSINESS - MERGERS AND ACQUISITIONS

BOIA Madalina Ioana

THE IMPACT OF FISCAL POLICY ON ECONOMIC GROWTH IN THE COUNTRIES OF EASTERN EUROPE

BOLDEANU Florin Teodor, TACHE Ileana, ION Madalin Sebastian

THE ANALYSIS OF THE CAC 40 NATIONAL INDEX AND OF THE EURONEXT 100 PAN-EUROPEAN INDEX USING ARCH MODELS

BRODOCIANU Mihaela

CULTURE - A SIGNIFICANT ELEMENT OF THE VALORIFICATION AND DIFFERENTIATION OF ACCOUNTING SYSTEMS

URSACHI Antonela, MATEȘ Dorel

	FRIDAY, MAY 15, 2015
10:30 – 12:10	ROOM: E 41
SESSION TRAK	PARALLEL SESSION 4.3. BAFSCP
SESSION CHAIR	COMANICIU Carmen, BUNESCU Liliana

GRAPHICAL ANALYSIS OF LAFFER'S THEORY FOR BENELUX COUNTRIES DURING 1995-2012

BUNESCU Liliana

BUDGETARY TRANSPARENCY - AN IMPROVING FACTOR FOR CORRUPTION CONTROL AND ECONOMIC PERFORMANCE

CIMPOERU Maria Violeta, CIMPOERU Valentin

ANALYZING THE COMPOSITION OF HDI IN EUROPEAN COUNTRIES

CIUPAC-ULICI Maria-Lenuța

SOME COORDINATES REGARDING THE ROMANIAN TAXPAYERS' BEHAVIOR

COMANICIU Carmen

COOPERATIVE SPIRIT IN THE XXI CENTURY EUROPEAN COOPERATIVE CULTURE

CONSTANTINESCU Liliana Aurora

FINANCIAL SECURITY OF ENTERPRISES

DELAS Vitalina , NOSOVA Euvgenia, YAFINOVYYCH Olena

MARKET TRENDS IN LIFE INSURANCE ROMANIA

GEORGESCU Livia

AN OVERVIEW ON THE ROMANIAN BANKING SYSTEM STABILITY

GHIȚĂ-MITRESCU Silvia, DUHNEA Cristina

STUDY REGARDING THE EVOLUTION OF THE FINANCIAL BALANCE IN THE PHARMACEUTICAL INDUSTRY

GROGOROI Lilia, MINCULETE (PIKO) Georgiana Daniela

	FRIDAY, MAY 15, 2015
14:30 – 16:10	ROOM: EP 2
SESSION TRAK	PARALLEL SESSION 4.4. BAFSCP
SESSION CHAIR	OPREAN Camelia, MOLDOVAN Iosif, SBĂRCEA Ioana

STOCHASTIC FRONTIERS. CASE STUDY - JAPANESE BANKING SYSTEM*IVAN Ionut Cristian***IMPACT OF RECENT MEGATRENDS ON THE CONTROLLING ROLE MODEL***LAVAL Valerian***CORPORATE GOVERNANCE WITHIN THE ROMANIAN BANK SYSTEM***MANEA Marinela Daniela***MEASURING SUSTAINABLE PERFORMANCE OF PUBLIC SECTOR IN EUROPEAN UNION STATES***MIHAIU Diana***CONSIDERATIONS ON THE ADVANTAGES AND DISADVANTAGES OF ACCESSION TO THE EUROPEAN UNION***MOLDOVAN Iosif***THE ANALYSIS OF THE CORRELATIONS BETWEEN AFFILIATION / UNIVERSITY OF ORIGIN AND THE CITATIONS RECEIVED BY ROMANIAN ACCOUNTING SCHOLARS***MOROȘAN Adrian***DESIGNING A FRAMEWORK FOR RISK MANAGEMENT IN ACCOUNTING FIELD***NICHITA Mirela***THE MAIN DRIVERS OF PERFORMANCE IN ROMANIAN BANKING SYSTEM***NIȚOI Mihai***TARGET COSTING FUNCTIONS***OFILEANU Dimi***THEORETICAL AND METHODOLOGICAL PROPOSALS REGARDING THE INFORMATIONAL EFFICIENCY OF FINANCIAL MARKETS***OPREAN Camelia*

	FRIDAY, MAY 15, 2015
14:30 – 16:20	ROOM: E 41
SESSION TRAK	PARALLEL SESSION 4.5. BAFSCP
SESSION CHAIR	HADA Teodor, MOROȘAN Adrian, PETRAȘCU Daniela

ANALYSIS MODELS OF PROFITABILITY IN AGRICULTURE*BUMBESCU Sorina Simona***THE USE OF THE GEOMETRIC BROWNIAN MOTION FOR FORECASTING VALUES OF THE BET INDEX ON THE ROMANIAN CAPITAL MARKET***CALOMFIR (METESCU) Ana-Maria***PARTICULARITIES REGARDING THE FIXED ASSETS MANAGEMENT***HADA Teodor, AVRAM Teodora Maria***THE PERFORMANCE IMPACT OF THE SUPREME AUDIT INSTITUTIONSON NATIONAL BUDGETS. GREAT BRITAIN AND ROMANIA CASE - COMPARATIVE STUDY***OTETEA Alexandra, TIȚA Cristina, UNGUREANU Mihai Aristotel***FINANCIAL AUDIT - RISKS ON TRANSACTIONS WITH RELATED PARTIES***PETRAȘCU Daniela, DOBRE Elena***ANALYSIS OF HUMAN RESOURCE MANAGEMENT IN ECONOMIC AND FINANCIAL FRAUD INVESTIGATIONS***PETRAȘCU Daniela, BUCUR Mihai Adrian***AN EMPIRICAL ANALYSIS OF THE MACROECONOMIC DETERMINANTS OF NON-PERFORMING LOANS IN EU28 BANKING SECTOR***ROMAN Angela, BILAN Irina***IMPLEMENTATION OF BASEL III IN THE EUROPEAN BANKING SECTOR***SBÂRCEA Ioana Raluca***THE EVOLUTION OF EXCISE TAXES IN ROMANIA vs EUROPEAN UNION***TILEAGĂ Cosmin, NITU Claudiu Valentin, NITU Oana***EXPLORING THE RELATIONSHIP BETWEEN BANK PROFITABILITY AND STATE INTERVENTION POLICIES IN EUROPEAN BANKING SECTOR***TRENCA Ioan, PETRIA Nicolae, LUDUSAN Emilia***EMPIRICAL INQUIRY OF GREGARIOUS BEHAVIOR: EVIDENCE FROM EUROPEAN EMERGING MARKETS***TRENCA Ioan, PETRIA Nicolae, PECE Andreea Maria***CASE STUDY REGARDING ANALYSIS ON THE FINANCIAL PERFORMANCE IN TERMS OF CREDITORS, BASED ON SCORES, AT COMAPNIES LISTED AND TRADED ON BUCHAREST STOCK EXCHANGE OPERATING IN INDUSTRY AND CONSTRUCTIONS, DURING 2006-2013***VASIU Diana Elena, GORSKI Hortensia*

Paper Sessions

SECTION 5**APPLIED INFORMATICS IN ECONOMY (AIE)**

	FRIDAY, MAY 15, 2015
10:30 – 12:00	ROOM: E 12
SESSION TRAK	PARALLEL SESSION 5.1 AIE
SESSION CHAIR	CRISTESCU Marian, ILGIZAR Shamilrvich Khasanov

THE FIRM, PART OF THE ECONOMIC SYSTEM: REASONS FOR EXITING A MARKET - AN AGENT-BASED MODELING APPROACH

CIUTACU Ileana , MICU Liviu Alexandru

ABOUT SECURITY SYSTEMS USED ON THE WEB

CRISTESCU Marian , STOICA Eduard Alexandru, CIOVICA Laurentiu Vasile

RESEARCH OF THE INNOVATION ACTIVITY IN THE OIL-GAS-CHEMICAL INDUSTRY OF THE REPUBLIC TATARSTAN

ILGIZAR Shamilrvich Khasanov

EU VS. CHINA: IS AGRICULTURE THE WAY TOWARDS SUSTAINABILITY? CASE STUDY USING AGENT-BASED MODELS

MICU Liviu Alexandru, CIUTACU Ileana

A DATA MINING BASED APPROACH TO A FIRM'S MARKETING CHANNEL

OZYIRMIDOKUZ Esra Kahya, UYAR Kumru , OZYIRMIDOKUZ Mustafa Hakan

AN INTEGRATED SOLUTION FOR PAVEMENT MANAGEMENT AND MONITORING SYSTEMS

RUSU Lucia, SITAR TAUT Dan Andrei

DIGITAL IQ CORRELATION WITH A SERIES OF PERFORMANCE INDICATORS OF A COMPANY

STOICA Eduard Alexandru, CRISTESCU Marian

PRIVACY ON THE INTERNET, AN OBSTACLE OR A DRIVING FORCE FOR ELECTRONIC COMMERCE SUCCESS

ŞERBU Răzvan, ROTARIU Irina Ionela

BUSINESS INTELLIGENCE SOLUTIONS FOR MOBILE DEVICES - AN OVERVIEW

TUTUNEA Mihaela Filofteia

“Lucian Blaga” University of Sibiu

Faculty of Economic Sciences

22nd International Economic Conference

IECS 2015

***“ECONOMIC PROSPECTS IN THE CONTEXT
OF GROWING GLOBAL AND REGIONAL
INTERDEPENDENCIES”***

SIBIU, ROMANIA

MAY 15-16, 2015

We greatly thank you for your participation,

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