

**21<sup>st</sup> International Economic Conference - IECS 2014**

**„PROSPECTS OF ECONOMIC RECOVERY IN A VOLATILE  
INTERNATIONAL CONTEXT: MAJOR OBSTACLES,  
INITIATIVES AND PROJECTS”**

**SIBIU, ROMANIA  
MAY 16 - 17, 2014**

**FRIDAY, 16<sup>th</sup> of May**

- 08:30 - 09:00** • **Registration of participants** at the "Aula Magna", "Lucian Blaga" University of Sibiu, No 2A, Lucian Blaga Street.
- 09:00 – 09:15** • **Opening festivity**
- ULBS Rector: **Sc.D.Prof. Ioan Bondrea**
  - FES Dean: **Ph.D.Prof. Liviu Mihaescu**
  - ULBS President: **Ph.D.DHC Constantin Oprean**
- 09:15 - 10:00** • **Plenary lecture:**  
*"Creating more Agile Organizations in order to cope with today's Challenges"*  
**Ph.D. Wim Buckens**, University College Ghent and Vlerick Business School, Belgium
- 10:00 - 10:30** *"The management of working groups - receivers of communication and promoters of change and performance in the management of organizations"*  
**Ph.D. DHC Ioan Bogdan**, Lucian Blaga University of Sibiu, Romania
- 10.30 – 10:45** • **Break**
- 10:45 – 12:30** • **Ceremony of awarding the title of Doctor Honoris Causa of ULBS to prof. Jaime Gil Aluja**
- 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 20:30** • **Gala Dinner.** Restaurant Select, No. 49, Sos. Alba Iulia Street

**SATURDAY, 17<sup>th</sup> 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 Mărginimea 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)***

	<b>FRIDAY, MAY 16, 2014</b>
<b>15:00 – 18:30</b>	<b>ROOM: E 11</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.1. ECCE</b>
<b>SESSION CHAIR</b>	<b>CARAGANCIU Anatolie, COSMESCU Ioan, BALTADOR Lia</b>

**IMPACTS OF POPULATION MIGRATION ON THE LABOUR MARKET***ANGELESCU Carmen, HONTUS Adelaida, CHINDRIS Ioan Cosmin***THE UNCERTAINTY OF ECONOMIC MODELS IN THE AFTER CRISIS ECONOMY***APOSTOL Raluca***OPEN GOVERNMENT - A LONG WAY AHEAD FOR ROMANIA***BALTADOR Lia, BUDAC Camelia***TOURIST CONSUMPTION BEHAVIOUR BEFORE AND AFTER THE CRISIS FROM 2008***BODOSCA Stefania, GHEORGHE Georgica, NISTOREANU Puiu***THE INFLUENCE OF LABOR MARKET ON WAGE***BRATU Raducu Stefan, TOTILCA Adriana***BEHAVIORAL APPROACH OF LABOR MIGRATION PHENOMENA***CARAGANCIU Anatolie, BELOBROV Angela***STATE AID WITHIN THE FRAMEWORK OF COMPETITION POLICY***CARAGANCIU Anatolie, CARARE Petru***INDIRECT PRIVATISATION - A SOLUTION FOR COMPLETING THE PRIVATISATION PROCESS IN ROMANIA***CHIRIAC Cristina, CORNESCU Viorel***ANALYSIS OF ECONOMIC AND SOCIAL DEVELOPMENT OF VALCEA COUNTY BASED ON THE MODELS WITH SIMULTANEOUS EQUATIONS***CIOCHINA Iuliana, IORDACHE Carmen, MARIN Camelia***MONETARY POLICY, INFLATION AND THE CAUSAL RELATION BETWEEN THE INFLATION RATE AND SOME OF THE MACROECONOMIC VARIABLES***CIORAN Zina***SIBIU INTERNATIONAL THEATRE FESTIVAL - AN EXPRESSION OF THE EVENT TOURISM DYNAMISM***COSMESCU Ioan, DUDAU Denisa***INCOME INEQUALITIES IN THE DEVELOPED ECONOMIES***DIACONU Maxim Laura, MAXIM Andrei***STUDY OF LIFE ANNUITY PROGRAM IMPACT ON RURAL ECONOMY DEVELOPMENT***DOBRE Ramona, CIRSTEIA Alexandru Costin, DRACEA Mihaela Valentina***RESEARCH AND DEVELOPMENT - A KEY COMPONENT OF THE EUROPE 2020 STRATEGY***DRACEA Mihaela Valentina, DOBRE Ramona, CIRSTEIA Costin Alexandru***TERTIARY SECTOR ANALYSIS FROM ROMANIA DURING 2009 - 2013***ENESCU Maria, ENESCU Marian, TUDORESCU Nicolae***THE CONTRIBUTION OF BEHAVIORAL ECONOMICS IN EXPLAINING THE DECISIONAL PROCESS***GRADINARU Andreea***THE INFLUENCE OF FOREIGN DIRECT INVESTMENTS AND THE CURRENT ACCOUNT OF THE BALANCE OF PAYMENTS ON THE EVOLUTION OF THE LEI/EURO EXCHANGE RATE IN ROMANIA***IAVORSCHI Mihaela*

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**INTELLECTUAL PROPERTY RIGHTS: AN ECONOMIC APPROACH**

*ILIE Livia*

**COMMUNICATING EUROPE BEYOND THE CRISIS, A PROJECT TO SHAPE OUR  
FUTURE**

*JUCAN Mihaela Sabina, JUCAN Cornel Nicolae*

**ABSORPTION OF EUROPEAN FUNDS BY ROMANIA**

*LUCIAN Paul*

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	<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-18.30</b>	<b>ROOM: E 41</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.2. ECCE</b>
<b>SESSION CHAIR</b>	<b>MĂRGINEAN Silvia, KHARLAMOVA Ganna, POPESCU Doris</b>

**FOSTERING INTRAPRENEURSHIP: THE CHALLENGE FOR A NEW GAME LEADERSHIP**

*BUEKENS Wim*

**THE ROMANIAN-GERMAN ECONOMIC RELATIONS BETWEEN 01.2007 - 08.2013 IN THE CONTEXT OF THE GLOBAL ECONOMIC AND FINANCIAL CRISIS**

*FLEISCHER Wiegand Helmut*

**PROBLEMS OF THE INFORMATION ECONOMY FORMATION AND DEVELOPMENT IN RUSSIA.**

*GARIFOVA Liliya*

**RESEARCH OF METHODOLOGICAL APPROACHES TO THE TREND DYNAMICS OF SECURITIES MARKET**

*IVANOV Mikhail, RAMAZANOV Albert, PETUKHOVA Kseniya*

**WORLD CRISES: PREDICTION OR TENDENCY**

*KHARLAMOVA Ganna*

**INNOVATIVE TERRITORIAL CLUSTERS AS INSTRUMENTS OF RUSSIAN REGIONS DEVELOPMENT IN GLOBAL ECONOMY**

*KHAYRULLINA Marina*

**DIFFERENTIATION OF POPULATION INCOMES IN INNOVATIVE REGIONS OF RUSSIA**

*LITVINTSEVA Galina, STUKALENKO Elena*

**YOUTH UNEMPLOYMENT IN ROMANIA: POST-CRISIS CHALLENGES**

*MARGINEAN Silvia*

**THE ASSESMENT OF THE IMPACT OF THE RECENT FINANCIAL CRISIS UPON THE NOMINAL CONVERGENCE INDICATORS ACROSS NEW EU MEMBER STATES**

*MIHUT Ioana Sorina, LUTAS Mihaela*

**WHAT IS DUTCH DISEASE CRISES - THEORITICAL REVINEW**

*NASEF Ali M.*

**THE EFFECTS OF FISCAL POLICY INSTABILITY ON WIND ENERGY RESOURCE DEVELOPMENT IN ROMANIA**

*NASULEA Christian*

**THE STRATEGY AND THE REASONS OF THE REPUBLIC OF MOLDOVA'S ASSOCIATION WITH EUROPEAN UNION**

*OLARU Speranta*

**RUSSIA'S TRANSITION TO CAPITALISM. MITH OR REALITY?**

*PAGUBA Cristina Elena*

**UK'S RENEWABLE ENERGY STRATEGY - DRIVING ECONOMIC GROWTH IN A POST-CRISIS MARKET**

*PIRVU Marcel, ROVINARU Flavius*

**SERVICE ECONOMY AND THE SPECIFICS OF ITS DEVELOPMENT IN RUSSIA**

*PLOTNIKOV Vladimir, VOLKOVA Albina*

**THE ECONOMIST NAPOLEON BONAPARTE - A BRIEF PORTRAIT SKETCH**

*POPESCU Dan*

**SUBSISTENCE / SEMI-SUBSISTENCE AGRICULTURAL EXPLOITATIONS. THEIR ROLES AND DYNAMICS WITHIN RURAL ECONOMY / RURAL SUSTAINABLE DEVELOPMENT IN ROMANIA**

*POPESCU Doris-Louise*

**ENTREPRENEURSHIP AND SMEs INNOVATION IN ROMANIA**

*POPESCU Nelu Eugen*

**THE SUBSIDIES - AN INSTRUMENT OF TRADE POLICY.CASE STUDY: THE BOEING-AIRBUS "WAR"□**

*ROVINARU Mihaela, POP Larisa*

**APPROACH ON FISCAL IMBALANCES OF THE ADMINISTRATIVE-TERRITORIAL INSTITUTIONS**

*SAVA Valentin, TUREATCA Manuela Violeta*

**AN INTERDISCIPLINARY APPROACH TO THE SIGNIFICANCE OF DIGITAL ECONOMY FOR COMPETITIVENESS IN ROMANIAN RURAL AREA THROUGH E-AGRICULTURE**

*SERBU Razvan*

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	<b>FRIDAY, MAY 16, 2014</b>
<b>17.00-18.30</b>	<b>ROOM: EP2</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.3. ECCE</b>
<b>SESSION CHAIR</b>	<b>BUDAC Camelia, OPREANA Alin</b>

**THE APPROACH HUMAN RESOURCES THROUGH THE OF BEHAVIOR IN THE INNOVATION ECONOMY**

*STANCIU Marieta, SIMION Dalia*

**INVESTING IN INTANGIBLE ASSETS - A KEY SOURCE FOR AN ECONOMIC RECOVERY WITHIN A VOLATILE INTERNATIONAL CONTEXT**

*SUCIU Marta-Christina*

**STRUCTURAL FUNDS AND ECONOMIC CRISES: ROMANIA'S ABSORPTION PARADOX**

*TATULESCU Alina, PATRUTI Alexandru*

**METHODS FOR ESTIMATING THE COST OF CAPITAL**

*TILEAGA Cosmin, NITU Oana, NITU Claudiu Valentin*

**THE QUALITY OF POPULATION SAVING PROCESS BY CONSUMPTION**

*TILEAGA Cosmin, NITU Oana, NITU Claudiu Valentin*

**THE STAGE OF THE EUROPEAN UNION'S ECONOMIC RECOVERY**

*TUCA Sabina*

**DIFFERENT LEVELS OF CORRUPTION INFLUENCE ON THE MAIN COMPONENTS OF THE MACROECONOMIC ENVIRONMENT**

*ULMAN Simona-Roxana*

**THE CORRUPTION INFLUENCE ON THE MACROECONOMIC ENVIRONMENT. EMPIRICAL ANALYSIS ON COUNTRIES DEVELOPMENT STAGES**

*ULMAN Simona-Roxana, BUJANCA Gimia-Virginia*

## Paper Sessions

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

	<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-18.30</b>	<b>ROOM: E21</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.1. MNCC</b>
<b>SESSION CHAIR</b>	<b>HERCIU Mihaela, TITU Mihail, MIHAIU Diana</b>

**GREEN ENVIRONMENTAL TAX REFORM FROM SUSTAINABLE DEVELOPMENT PERSPECTIVE***BALASESCU Razvan***THE MANAGEMENT OF WORKING GROUPS - RECEIVERS OF COMMUNICATION AND PROMOTERS OF CHANGE AND PERFORMANCE IN THE MANAGEMENT OF ORGANIZATIONS***BOGDAN Ioan***DISCRIMINATORY POLICIES IN HUMAN RESOURCE MANAGEMENT***CIMPAN Bogdan, BUSU Mihail***THE INCOME AND EXPENSES BUDGET - IMPORTANT TOOL FOR THE FINANCIAL MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS***CONSTANTINESCU (POPA) Liliana Mihaela, INDRES Mihai, ANDANUT Marcela***THE IMPACT OF ORGANIZATIONAL CULTURE ON MANAGEMENT PERFORMANCE FOR COMPANIES IN DAMBOVITA***CROITORU Gabriel, ROBESCU Ofelia***THE WORLD ECONOMIC INEQUALITY FROM A MANAGERIAL PERSPECTIVE AN APPROACH AT EUROPEAN UNION LEVEL***DOBREA Razvan Catalin, PODGOREANU Iulia Xenia***INDUCTION STAFF TRAINING***DRAGOMIROIU Rodica, HURLOIU Ion-Iulian, MIHAI Gabriel***POINTS OF VIEW REGARDING THE EVALUATION OF DECISIONAL FACTORS IN RISK MANAGEMENT ASSOCIATED TO LARGE COMBUSTION PLANTS***ENESCU Marian, ENESCU Maria, TUDORESCU Nicolae***CULTURE - A VALUE OF PUBLIC MANAGEMENT***GOLDBACH Felix, DRAGOMIR Andreea, BARBAT Ioana***RESEARCH ON CORPORATE SOCIAL RESPONSIBILITY IN THE DEVELOPMENT REGION CENTRE IN ROMANIA***GORSKI Hortensia, FUCIU Mircea, CROITOR Natalia***A SYNERGISTIC APPROACH OF CROSS-CULTURAL MANAGEMENT AND LEADERSHIP STYLE***HERCIU Mihaela***ORGANIZING INSPECTIONS REGARDING MANAGERIAL INTERNAL CONTROL AND PREVENTIVE FINANCIAL CONTROL***HURLOIU Lacramioara-Rodica, BURTEA Elena, PREDA Bianca-Florentina***ROLE OF MANAGERS IN MANAGEMENT OF CHANGE***IONESCU Eduard-Ionel, MERUTA Alexandrina, DRAGOMIROIU Rodica***CHALLENGES AND IMPLICATIONS IN ASSESSING GRADUATES' SATISFACTION IN AN INTERNATIONAL STUDY PROGRAM***IVANA Diana, DRAGAN Mihaela*



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**RISK MANAGEMENT IN SMALL AND MEDIUM SIZED ENTERPRISES**

*MARZA Bogdan, INDRES Mihai, CONSTANTINESCU Liliana Mihaela*

**MANAGEMENT OF INNOVATIONS IN THE INDUSTRY: RUSSIAN PRACTICE**

*VAFIN Aydar, GALEEVA Gulnaz, MOROZOV Alexander*

**LEADERSHIP - A KEY FACTOR TO A SUCCESSFUL ORGANIZATION - part III**

*VACAR Anca*

**THE FACTORS INFLUENCING ACADEMIC AFFAIRS SERVICES MANAGEMENT AT THE NATIONAL UNIVERSITY OF LAOS AND LUCIAN BLAGA UNIVERSITY OF SIBIU, ROMANIA**

*VONGKHAMCHANH Sounieng*

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	<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-18.30</b>	<b>ROOM: E 31</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.2. MNCC</b>
<b>SESSION CHAIR</b>	<b>BURNETE Sorin, POLLIFRONI Massimo, OGREAN Claudia</b>

**THE ROLE OF MANAGEMENT EFFICIENCY MEASURING IN DEVELOPMENT OF ECONOMIC CRISIS**

*BAGAUTDINOVA Nailya*

**ON THE ASCENT OF MULTINATIONALS FROM EMERGING ECONOMIES: INELUCTABLE CLASHES**

*BURNETE Sorin*

**ON THE ASCENT OF MULTINATIONALS FROM EMERGING ECONOMIES: A GROWTH FORECAST**

*BURNETE Sorin*

**ALIEN WORKERS AND QUALITY OF WORK LIFE: THE CASE OF SONGKHLA PROVINCE, THAILAND**

*CHETSADA Noknoi, WANNAPORN Boripunt*

**IMPROVING DECISION MAKING IN COMPLEXITY ENVIRONMENT**

*GORZEN-MITKA Iwona, OKREGLIKA Malgorzata*

**MANAGING OF SUSTAINABLE DEVELOPMENT OF REGIONAL ECONOMY IN THE CONDITIONS OF RUSSIA'S ACCESSION TO THE WORLD TRADE ORGANIZATION**

*KHAIRULLOV Damir*

**THEORETICAL APPROACHES TO DEFINITION OF REGIONAL ECONOMIC STABILITY**

*KHAIRULLOV Damir, BELYAEVA Marina*

**HYDROCARBON RESOURCES REPLACEMENT ON THE BASIS OF INNOVATIONS AS FACTOR OF ECONOMIC GROWTH AND COMPETITIVE ABILITY OF THE REGION**

*KHALABUDA Yury, NIKOLAEV Mikhail*

**WAYS TO ENHANCE THE COMPETITIVENESS OF RUSSIA IN AN UNSTABLE WORLD ECONOMY**

*MECHTCHERIAKOVA Svetlana, GURIANOVA Elina, GURIANOV Igor*

**ANALYSIS OF AND WAYS TO REDUCE TRANSACTION COSTS IN AN ENVIRONMENT OF INSTABILITY IN THE WORLD ECONOMY**

*MECHTCHERIAKOVA Svetlana, GURIANOVA Elina, GURIANOV Igor*

**THE ROUTE TO SUCCESS IN MODERN ORGANIZATIONS: LINKING INNOVATION AND KNOWLEDGE MANAGEMENT**

*MIHAESCU Nicolae Liviu, BOANTA Alexandra*

**HOW EDUCATION CAN IMPROVE RURAL ENTREPRENEURSHIP. EVIDENCE FROM ROMANIA**

*MILITARU Gheorghe*

**INSTRUMENTS OF EUROPEAN PUBLIC POLICY IN EDUCATION**

*NEN Madlena*

**INCREASE OF EFFICIENCY OF INDUSTRIAL ENTERPRISES ACTIVITY ON THE BASIS OF INNOVATIONS OF VARIOUS TYPES**

*NIKOLAEV Mikhail, KHALABUDA Yury*

**PERCEPTIONS ON THE STRATEGIC VALUE OF CORPORATE SOCIAL RESPONSIBILITY - SOME EVIDENCES FROM GLOBAL RANKINGS**

*OGREAN Claudia*

**MULTIDIMENSIONAL ANALYSIS APPLIED TO THE QUALITY OF THE WEBSITES: SOME EMPIRICAL EVIDENCES FROM THE ITALIAN PUBLIC SECTOR**

*POLLIFRONI Massimo*

**ETHICS MANAGEMENT - LEGAL BACKGROUND IN EUROPEAN UNION**

*PUIU Silvia, BUDICA Bogdan, BUDICA Adrian*

**THE STATUS OF ROMANIAN HIGHER EDUCATION AND THE COUNTRY VISION FOR 2020**

*RATH Sethik, DUMITRASCU Danut Dumitru, SAVESCU Roxana*

**ANALYSING THE POTENTIAL OF RURAL SMEs IN THE CONTEXT OF SUSTAINABLE ECONOMIC GROWTH**

*RATIU Patricia, MORTAN Maria*

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		<b>FRIDAY, MAY 16, 2014</b>
<b>17.00-18.30</b>		<b>ROOM: E12</b>
<b>SESSION TRAK</b>		<b>PARALLEL SESSION 2.3. MNCC</b>
<b>SESSION CHAIR</b>		<b>MUSCALU Emanoil, VERTAKOVA Julia, SERBAN Anca</b>

**TOTAL QUALITY MANAGEMENT IN ROMANIA. HOW TO IMPLEMENT TQM IN PUBLIC SECTOR? THE APPLICABLE QUALITY MODELS IN THE PRIVATE/ PUBLIC SECTOR.**

*DOBRIN Cosmin Octavian, STANCIUC Ana Maria, MASCU Mihaela*

**ECONOMY, MANAGEMENT AND EDUCATION BEYOND TWENTIETH CENTURY**

*MIHAESCU Liviu, MIHAESCU Diana*

**DETERMINATION OF STUDENTS SATISFACTION REGARDING EXTRACURRICULAR ACTIVITIES CONDUCTED IN THE UNIVERSITY. COMPARATIVE STUDY ROMANIA-GERMANY**

*MUSCALU Emanoil, DUMITRASCU Oana*

**ASPECTS REGARDING HUMAN RESOURCES MANAGEMENT STREAMLINING WITHIN NATIONAL AND INTERNATIONAL ORGANIZATIONS**

*MUSCALU Emanoil, MUNTEAN Silvana Nicoleta*

**TALENT COMPETITIVENESS AND COMPETITIVENESS THROUGH TALENT**

*SERBAN Anca, ANDANUT Marcela*

**NEW COORDINATES AND CHALLENGES: MOVING UP THE VALUE CHAIN: A MACROECONOMIC PERSPECTIVE**

*SERBANEL (GAFITOI) Cristiana Ioana*

**CONTRIBUTIONS REGARDING THE REDUCTION OF PRODUCTION COSTS FOR BREWING BY RECOVERING AND REUSING THE CARBON DIOXIDE**

*TITU Aurel Mihail, SIMONFFY Arpad*

**QUALITY INDICATORS IN REFERENCE TO THE EVALUATION OF THE QUALITY MANAGEMENT OF SERVICES IN LOCAL PUBLIC ADMINISTRATION**

*TITU Aurel Mihail, VLAD Anca Ioana*

**REFLECTIONS ON HUMAN RESOURCES - VITAL INTANGIBLE ASSETS OF ORGANIZATIONS**

*TODERICIU Ramona, FRATICIU Lucia, BOANTA Alexandra*

**VISION ANALYSIS ON THE TYPE OF AGRICULTURE AGRICULTURAL PRODUCERS DEEMED NECESSARY TO BE PRACTICED IN THE ARGES COUNTY PRODUCTION GROWTH AND YIELD RETURN**

*TUDOR Valentina, MICU Marius Mihai, CONDEI Reta*

**PUBLIC-PRIVATE PARTNERSHIPS AND THE SPECIFICS OF THEIR IMPLEMENTATION IN VOCATIONAL EDUCATION**

*VERTAKOVA Julia, PLOTNIKOV Vladimir*

**PROBLEMS AND TRENDS OF RUSSIAN HEALTH CARE DEVELOPMENT**

*VERTAKOVA Julia, VLASOVA Olga*

**INTERESTING, EFFICIENT, INVALUABLE WHEN TACKLING BUSINESS ENGLISH**

*VINTEAN Adriana*

**RISK ASSESSMENT IN CONCESSIONS: A CASE STUDY OF MUNICIPAL SPORTS FACILITIES**

*YEVSTAFYEV N. Eduard, YEVSTAFYEV V. Nikolay*

## Paper Sessions

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

		<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-18.30</b>		<b>ROOM: E 22</b>
<b>SESSION TRAK</b>		<b>PARALLEL SESSION 3.1. MCTNPC</b>
<b>SESSION CHAIR</b>		<b>NICULA Virgil, NEDEVA Svetla, DURALIA Oana</b>

**A BROAD ANALYSIS OF MARKETING STRATEGIES FOR THEIR INCORPORATION AS ACTIVITIES IN A USER CENTRED PROCESS***BORZA Sorin, BORZA Iunia Cristina***BRAND COMMUNICATION CHALLENGES IN GETTING YOUNG CUSTOMER ENGAGEMENT***BUDAC Camelia, BALTADOR Lia***STATISTICAL STUDY ON CONSUMER AWARENESS TO PRESERVATION AND STORAGE REQUIREMENTS OF FRESH FOOD***CRIVEANU Radu Catalin, SPERDEA Natalita Maria***DIRECTLY ESTIMATING THE PRIVATE HEALTHCARE SERVICES DEMAND IN ROMANIA THROUGH CONSUMER PERCEPTIONS RESEARCH***DUMITRESCU Luigi, CETINA Iuliana, PENTESCU Alma***THE ROLE OF NON-PROFIT MARKETING IN THE REDUCTION OF THE GLOBAL POVERTY LEVEL***DURALIA Oana***QUALITATIVE MARKETING RESEARCH ON THE INFLUENCES OF ONLINE SOCIAL NETWORKING SITES ON CONSUMERS***FUCIU Mircea, GORSKI Hortensia, DUMITRESCU Luigi***MODERN TENDENCIES IN CHANGING THE CONSUMERS' PREFERENCES***MARZA Bogdan, MARCUTA Liviu, MARCUTA Alin***ENVIRONMENTAL RESPONSIBILITY - FUNDAMENTAL COMPONENT OF CORPORATE SOCIAL RESPONSIBILITY***NEAGU (VOICULESCU) Maria Iuliana***ACHIEVING BETTER INTERCULTURAL COMMUNICATION THROUGH LEARNING TO INTERPRET THE CULTURAL VALUE OF PROVERBS IN A LANGUAGE AND THE WAY THEY REFLECT NATIONAL CHARACTER***NEDEVA Svetla***BUSINESS TOURISM MARKET DEVELOPMENTS***NICULA Virgil, POPSA Roxana***WAYS OF PROMOTING CULTURAL ECOTOURISM FOR LOCAL COMMUNITIES IN SIBIU AREA***NICULA Virgil, SPANU Simona***ANALYZING CONSUMER ENGAGEMENT PROGRAMS FROM PERSPECTIVE OF QUALITATIVE RESEARCH OF MARKETING EXECUTIVES***OPREANA Alin, VINEREAN Simona, TICHINDELEAN Mihai***STUDIES REGARDING "BUDUREASCA" WINES AS TOURISTIC AND AGROTOURISTIC RESOURCES***PETRICĂ Stefan, BOZGA Ion, BIBICIOIU Sorin*

**ANALYSIS OF ROMANIAN TOURIST PREFERENCES IN CHOOSING TOURIST DESTINATIONS**

*POPSA Roxana*

**PRELIMINARY CONSIDERATIONS ABOUT THE BALNEOLOGY IN BULGARIA AND ROMANIA**

*ROTARIU Ilie*

**MARKETING IN COLORS**

*SPERDEA Natalita Maria, CRIVEANU Ion*

**THE ACTIVITY OF MASS MEDIA COMPANIES IN EUROPE. THE IMPACT GENERATED IN THE ECONOMIC, SOCIAL AND POLITIC SYSTEMS**

*TERCHILA Sorin*

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## Paper Sessions

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

	<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-18.30</b>	<b>ROOM: EM 9 - Ștefan Mârza</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.1. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>BALTES Nicolae, ARIÇ Kıvanç Halil, SAVA Raluca</b>

**COST SYSTEMS ADOPTION IN EGYPTIAN MANUFACTURING FIRMS: COMPETITIVE STUDY BETWEEN ABC AND RCA SYSTEMS***ABBAS Karim, WAGDI Osama***MEASURING SYTEMIC RISK OF THE EUROPEAN BANKING SECTOR***APATACHIOAE Adina, TOMULEASA Ioana Iuliana***THE EFFECT OF FINANCIAL DEVELOPMENT ON GROWTH IN COUNTRIES JOINING THE EU AFTER 2004: A PANEL DATA ANALYSIS***ARIÇ Kıvanç Halil, ERKEKOĞLU Hatice***THE ANALYSIS OF THE FINANCIAL RISKS IN THE PHARMACEUTICAL INDUSTRY IN ROMANIA***BALTES Nicolae, MINCULETE Georgiana Daniela***STUDY REGARDING THE FINANCIAL STABILITY OF COMMERCIAL BANKS LISTED ON BUCHAREST STOCK EXCHANGE OF CAMEL RATING OUTLOOK***BALTES Nicolae, RODEAN (COZMA) Maria-Daciana***THE IMPORTANCE OF A MEDIUM-TERM BUDGETARY FRAMEWORK IN ENHANCING THE SUSTAINABILITY OF PUBLIC FINANCES IN ROMANIA***BATUSARU Cristina, VASILE Alexandra, BANU Ilie***INTERCONNECTIONS BETWEEN PUBLIC INDEBTEDNESS AND INFLATION IN CONTEMPORARY ECONOMIES***BILAN Irina, ROMAN Angela***INNOVATIONS IN RURAL AND AGRICULTURE FINANCE***BOGDAN Tatiana***GLOBAL ECONOMY- ACTUAL SITUATION AND PROSPECTS OF ECONOMIC RECOVERY***BOIA Madalina-Ioana***DOES TRIPLE DEFICITS HAVE (UN)STABLE CAUSALITY FOR THE EU MEMBERS? EVIDENCE FROM BOOTSTRAP-CORRECTED CAUSALITY TESTS***BOLAT Süleyman, DEĞİRMEN Süleyman, ŞENGÖNÜL Ahmet***THE ATRIBUTES OF FINANCIAL REGULATION IN THE RECOVERY PERIOD. A THEORETICAL FRAMEWORK***BRATU Renate Doina***THE STUDY OF FACTORS THAT MAY INFLUENCE THE PERFORMANCE BY THE DUPONT ANALYSIS IN THE FURNITURE INDUSTRY***BURJA Vasile, MARGINEAN Radu***STUDY ON THE CORRELATION BETWEEN ECONOMIC AND FINANCIAL PERFORMANCE AND STOCK EXCHANGE PERFORMANCE IN ROMANIAN COMPANIES FROM OIL AND RETAIL TRADE INDUSTRIES***BUSE Lucian, STEFAN Iulia Oana***BANKS' PROFITABILITY IN SELECTED CENTRAL AND EASTERN EUROPEAN COUNTRIES***CAPRARU Bogdan, IHNATOV Iulian*

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**THE ANALYSIS OF METHODS FOR CONSTRUCTING COMPOSITE INDICATORS**

*CHERNYAK Oleksandr, SHUMAYEVA Marina*

**FACING THE IMPLEMENTATION CHALLENGES OF THE SOLVENCY II DIRECTIVE**

*CIUMAS Cristina, ONIGA Alexandra, COCA Ramona*

**TRANSACTION-SECTORAL STRUCTURE RESEARCH METHODOLOGY OF RUSSIAN NATIONAL ECONOMY BASED ON THE STATISTICAL SYSTEM OF NATIONAL ACCOUNTS**

*KHASANOV Ilgizar*

**TRANSACTION AND TRANSFORMATION SECTORS OF THE REGIONAL ECONOMY OF RUSSIA: FINANCE, TOURISM AND HOSPITALITY IN THE REPUBLIC OF TATARSTAN**

*KHASANOV Ilgizar*

**CUSTOMER LOYALTY PROGRAMMES ACCOUNTING UNDER IFRS AND ROMANIAN ACCOUNTING SYSTEM**

*SAVA Raluca*



	<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-18.30</b>	<b>ROOM: E 51</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.2. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>COMANICIU Carmen, OPREAN Camelia, BUNESCU Liliana</b>

**THE IMPACT OF EXTERNAL DEBT ON EXCHANGE RATE VARIATION IN ROMANIA**

*BUNESCU Liliana*

**THEORETICAL AND PRAGMATIC APPROACHES OF UNDECLARED WORK IN ROMANIA**

*COMANICIU Carmen*

**RISK MANAGEMENT ERA IN EUROPEAN CREDIT INSTITUTIONS PREDICTABLE MUTATION IN XXI CENTURY**

*CONSTANTINESCU Liliana-Aurora, CONSTANTINESCU Adrian, DUMITRESCU Alexandra*

**THE MAIN DETERMINANTS OF BANK'S STABILITY. EVIDENCE FROM ROMANIAN BANKING SECTOR**

*DIACONU Raluca-Ioana, OANEA Dumitru-Cristian*

**INFLUENCE FACTORS ON EUROPEAN LIFE INSURANCE MARKET DURING CRISES**

*FIRTESCU Bogdan*

**QUANTIFYING AND MEASURING TRANSACTION COSTS IN THE BANKING SYSTEM**

*GEORGESCU Cristina Elena*

**THE CHALLENGES OF EUROPEAN INTEGRATION FOR THE BANKING MARKET IN ROMANIA**

*GEORGESCU Livia*

**RANKING OPPORTUNITIES OF COMPANIES LISTED AT THE BUCHAREST STOCK EXCHANGE ACCORDING TO THEIR SELF FINANCING CAPACITY**

*HADA Teodor, AVRAM Teodora Maria*

**AN ANALYSIS OF THE DIVERSIFICATION POTENTIAL OF EMERGING MARKETS FOR INTERNATIONAL EQUITY PORTFOLIOS IN RECENT YEARS**

*HOROBET Alexandra, BELASCU Lucian*

**HUMAN CAPITAL DEFINITION AND CATEGORIZATION**

*IENCIU Nicoleta Maria*

**PROFITABILITY UNDER LABOUR RELATED TAX SAVINGS. EVIDENCE FROM ROMANIAN LISTED COMPANIES**

*LAZAR Sebastian*

**HOME INSURANCE - A WAY TO PROTECT THE POPULATION IN CASE OF NATURAL DISASTERS AND OTHER RISKS**

*MANGRA Madalina, STANCIU Marieta*

**ANALYSIS OF PUBLIC DEBT IN THE EUROPEAN UNION - ISSUES RELATED TO ITS SUSTAINABILITY**

*MIHAIU Diana Marieta*

**IMPLEMENTATION OF KAIZEN MANAGEMENT SYSTEM AS A COST CALCULATION AND RESIZING METHOD KAIZEN COSTING IN ROMANIAN AGRICULTURAL AND ZOOTECHNICAL ENTITIES**

*MOCANU Mihai*

**THE RELATIONSHIP BETWEEN PROFIT AND THE PRICE OF THE PRODUCT**

*MOGA Ilie*

**THE LIMITS OF ECONOMIC GROWTH IN ROMANIA**

*MOLDOVAN Iosif*

**THE USE OF INDUCTIVE, DEDUCTIVE OR ABDUCTIVE REASONING IN ECONOMICS**

*MOROSAN Adrian*

**THE ANALYSIS OF THE FACTORS WHICH INFLUENCE THE CHANGE OF THE  
BREAKEVEN POINT**

*OFILEANU Dimi, BUMBESCU Sorina Simona*

**EFFECTS OF BEHAVIOURAL FACTORS ON HUMAN FINANCIAL DECISIONS**

*OPREAN Camelia*

**BUDGET IMBALANCE IMPACT UPON THE CURRENT ACCOUNT IN ROMANIA**

*POPESCU Marin*

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	<b>FRIDAY, MAY 16, 2014</b>
<b>15.00-17.00</b>	<b>ROOM: E 12</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.3. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>ORASTEAN Ramona, BRATIAN Vasile, PETRASCU Daniela</b>

**DEFINING THE CONCEPTS OF ORGANIZATION, ECONOMIC ORGANIZATION AND STABILIZER FROM THE PERSPECTIVE OF COMPLEX SYSTEMS**

*BRATIAN Vasile*

**THE IMF LENDING ACTIVITY - A SURVEY**

*ORASTEAN Ramona*

**THE ROLE OF INTERNAL AUDIT IN FRAUD PREVENTION AND DETECTION**

*PETRASCU Daniela, TIEANU Alexandra*

**DYSFUNCTIONALITIES OF FAULTY FISCAL INSPECTIONS FOR TAX PAYERS: THE CASE OF DETACHMENT FOR WORK REASONS**

*PETRASCU Daniela, TIEANU Alexandra*

**THE IMPACT OF FINANCIAL CRISIS ON THE BANKING SECTOR FROM THE ALM PERSPECTIVES**

*PETRIA Nicolae, ZAPODEANU Daniela, COCIUBA Mihail-Ioan*

**INTERNATIONAL CONCERNS FOR EVALUATING AND PREVENTING THE BANK RISKS - BASEL I VERSUS BASEL II VERSUS BASEL III**

*SBARCEA Ioana Raluca*

**RATING AND BUSINESS SCENARIOS**

*TODEA Angela, ANDONE Diana, GABAN Lucian*

**FINANCIAL EQUILIBRIUM IN ROMANIAN TOURISM INDUSTRY**

*TODEA Angela, BATRANCEA Ioan, ANDONE Diana*

**IMPROVING EWS FOR BANKING CRISES: ROC AND AUROC ANALYSIS**

*TRENCA Ioan, MUTU Simona, COROVEI Emilia*

**A MACROPRUDENTIAL FRAMEWORK FOR EUROPEAN COMMERCIAL BANKING SECTOR. AN EARLY WARNING SYSTEM WITH LOGIT APPROACH**

*TRENCA Ioan, PETRIA Nicolae, COROVEI Emilia*

**CASE STUDY REGARDING SOLVENCY ANALYSIS, DURING 2006-2012, OF THE COMPANIES HAVING THE BUSINESS LINE IN INDUSTRY AND CONSTRUCTION, LISTED AND TRADED ON THE BUCHAREST STOCK EXCHANGE**

*VASIU Diana Elena, GHEORGHE Iulian*

**US FUNDING IMPLICATIONS AT INTERNATIONAL LEVEL AND IT'S CURRENT BANKING SYSTEM CONFIGURATION ACTUALITY**

*VLADA Ramona Ioana, VASILE Alexandra, BATUSARU Cristina*

**COMPARATIVE APPROACHES BETWEEN THE NEW AND OLD PROGRAMMING PERIOD OF EUROPEAN FUNDS IN ROMANIA**

*ZAI Paul, INCEU Adrian, TUTA Gabriela*

## Paper Sessions

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

	<b>FRIDAY, MAY 16, 2014</b>
<b>15,00-17,00</b>	<b>ROOM: EP 2</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 5.1 AIE</b>
<b>SESSION CHAIR</b>	<b>CRISTESCU Marian, OZYIRMIDOKUZ Esra</b>

**CLOUD BASED BUSINESS PROCESSES ORCHESTRATION***CIOVICA Liviu, Cristescu MARIAN Pompiliu, FRATILA Lucian Alexandru***WEB SERVICES SPECIFIC SECURITY STANDARDS***CRISTESCU Marian Pompiliu, STOICA Eduard Alexandru, CIOVICA Laurentiu Vasile***BUSINESS PROCESS MODELING IN HIGHER EDUCATION INSTITUTIONS. DEVELOPING A FRAMEWORK FOR TOTAL QUALITY MANAGEMENT AT INSTITUTIONAL LEVEL***DRAGAN Mihaela, IVANA Diana, ARBA Raluca***ASSESSMENT CRITERIA OF E-LEARNING ENVIRONMENTS QUALITY***GRISORAS Gheorghe, DANCIULESCU Daniela, SITNIKOV Catalina***DEVELOPMENT AND IMPLEMENTATION OF INTANGIBLE PROPERTY AT THE MACRO LEVEL***KOLESNIKOVA Julia, FAKHRUTDINOVA Elena, YURIEVA Oksana***MINING UNSTRUCTURED TURKISH ECONOMY NEWS ARTICLES***OZYIRMIDOKUZ Esra Kahya***INFORMATION PROTECTION -“ SECURITY, CLUSTERING AND E-GOVERNANCE***SERBAN Mariuta, STEFAN Raluca-Mariana, IONESCU Eduard-Ionel***OPTIMIZING QUALITY OF A SYSTEM BASED ON INTELLIGENT AGENTS FOR E-LEARNING***SOAVA Georgeta, SITNIKOV Catalina, DANCIULESCU Daniela***MULTIDIMENSIONAL DATA ANALYSIS - REPRESENTATION, SECURITY AND MANAGEMENT***STEFAN Raluca-Mariana, SERBAN Mariuta, RUDAREANU Costin***NEW-MEDIA TECHNOLOGIES IMPLEMENTATION IN COMPANIES***STOICA Eduard Alexandru, PITIC Antoniu Gabriel, BUCUR Calin***IMPROVING THE QUALITY OF SERVICES IN ALL-INCLUSIVE RESORTS BY MONITORING TOURISTS ACTIVITIES***TILIUTE Doru, CONDRATOV Iulian*

***“Lucian Blaga” University of Sibiu***

***Faculty of Economic Sciences***

**21<sup>st</sup> International Economic Conference**

**IECS 2014**

***„ PROSPECTS OF ECONOMIC RECOVERY IN A  
VOLATILE INTERNATIONAL CONTEXT: MAJOR  
OBSTACLES, INITIATIVES AND PROJECTS”***

**SIBIU, ROMANIA**

***MAY 16-17, 2014***

**We greatly thank you for your participation,**

***HOPING TO SEE YOU AGAIN IN SIBIU – IECS 2015!***





