

**„DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY  
THE FACULTY OF TOURISM  
AND COMMERCIAL MANAGEMENT**

in collaboration with

**„DIMITRIE CANTEMIR” MULTIDISCIPLINARY  
SCIENTIFIC RESEARCH INSTITUTE**

**“GLOBALIZATION AND  
COMPETITIVENESS IN  
KNOWLEDGE-BASED ECONOMY”**

**5th EDITION**

**INTERNATIONAL CONFERENCE  
PROGRAM**

**APRIL, 23<sup>rd</sup> – 24<sup>th</sup>, 2015  
Bucharest, Romania**



## **SCIENTIFIC COMMITTEE**

### **Chairs:**

Professor Momcilo Luburici, PhD, President and founder of UCDC

Professor Corina Adriana Dumitrescu, PhD, Rector of UCDC

### **Members**

Professor Cristina Cristureanu, PhD, Vice-rector of UCDC

Professor Georgeta Ilie, Vice-rector of UCDC

Senior Lecturer PhD Marinella Turdean, Vice-rector of UCDC

Professor Gheorghe Lepadatu, PhD, Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

Senior Lecturer PhD Emilia Pascu, Dean of MTC, UCDC, Bucharest

Prof. Manoela Popescu, PhD, MTC, UCDC, Bucharest

Prof. Constanta Chitiba, PhD, Dean of REI, UCDC, Bucharest

Prof. Valentina Zaharia, PhD, Dean of Marketing, UCDC, Bucharest

Senior Lecturer Andreea Baltaretu, PhD, MTC, UCDC, Bucharest

Senior Lecturer, Cezar Militaru, PhD, UCDC, Bucharest

Senior Lecturer, Anca Cristea, PhD, UCDC, Bucharest

Senior Lecturer, Emilia Gogu, PhD, Dean of MTC, UCDC, Bucharest

Prof. Viorica Ionascu, PhD, Vice-Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

Prof. Nicolae Neacsu, PhD, Vice-Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

Academician Ioan Lucian Albu, Romanian Academy

Prof. Mircea Cosea, PhD, UCDC, Bucharest  
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Istanbul, Turkey  
Prof. Borys Budka, PhD, Karol Adamiecki Economic  
University, Katowice, Poland  
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Yuriy Fedkovych Chenivtsi, Ukrain  
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Republik  
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Rome, Italy  
Senior Lecturer Herve Defalvard, PhD, Paris –Est  
Marne –la Vallee University, France  
Senior Lecturer Daviva Jureviciene PhD, Mycolas  
Romeris University, Lithuania  
Mădălina DEACONU, Inria Research Center Nancy -  
Grand Est & Élie Cartan Institute of Lorraine  
Senior Lecturer, Andreas A. Assiotis, PhD, University of  
Cyprus  
Senior Lecturer, Jose M., Merigo, PhD, Lindahl,  
University of Barcelona, Spain  
Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of  
Economic Studies, The Republic of Moldavia  
Prof. Ion Pârțachi, PhD, Academy of Economic Studies,  
The Republic of Moldavia  
Lecturer Viorel Gogu, PhD, Dublin Institute of  
Technology, Ireland  
Senior Lecturer Viorelia Moldovan-Bătrânac, PhD, Vice-  
rector of ULIM, Republic of Moldavia

## **ORGANIZING COMMITTEE**

Senior Lecturer Camelia Pavel, PhD, Chancellor of MTC

Senior Lecturer Oana Milea, PhD, Vice-dean of MTC

Senior Lecturer Luminița Jalbă, PhD

Senior Lecturer Daniela Stancu, PhD

Senior Lecturer Roxana Ionescu, PhD

Lecturer Petronela Sonia Nedeia, PhD

Junior Lecturer PhD candidate Adina Pavel

Junior Lecturer PhD candidate Luminita Defta

Junior Lecturer PhD candidate Cristina Mihăescu

## CONFERENCE PROGRAM

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### **April 23, 2015**

**09,00 - 09,30** – Welcoming participants (*A entrance*)

**09,30 - 10,00** – University Campus Tour

Guides: Adina Pavel and Roxana Ionescu

### **April 23, 2015 - Conference room 85**

**10,00 - 10,30** - Participants' registration, conference folder and program;

**10,30 - 11,00** - Official opening;

**11,00 - 11,30** - Coffee break;

**11,30 - 13,00** - Plenary session;

**13,00 - 14,00** - Break;

**14,00 - 15,30** - Section sessions;

**15,30 - 16,00** - Coffee Break;

**16,00 - 17,00** - Section sessions;

**17,00 - 18,00** - Debates.

### **April 24, 2015 - Conference room 85**

**10,00 - 11,00** - Conference conclusions;

**11,00 - 11,30** - Coffee break;

**11,30 - 13,00** - Bucharest tour;

## ***PLENARY SESSION***





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***April 23, 2015 – Conference room 85***

### **Moderators:**

-  Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
-  Senior Lecturer **Oana MILEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

### **Secretary:**

-  Junior Lecturer **Oana ORHEIAN**, PhD c., “Dimitrie Cantemir” Christian University, Bucharest
-  Junior Lecturer **Adina Petruța PAVEL**, PhD c., “Dimitrie Cantemir” Christian University, Bucharest
-  Junior Lecturer **Georgiana ARON**, PhD c., “Dimitrie Cantemir” Christian University, Bucharest
-  Junior Lecturer, **Monica Nicoleta NEACȘU**, PhD c., “Dimitrie Cantemir” Christian University, Bucharest

## ***PLENARY PAPERS***

- 1. Recent trends in foreign investor–state disputes**  
**Georgeta ILIE**, “Dimitrie Cantemir” Christian University, Bucharest

- 2. Statistical analysis of secondary education in the period 2000-2013**  
**Emilia GOGU**, “Dimitrie Cantemir” Christian University, Bucharest  
**Arminia CICALĂ-RACU**, Academy of Economic Studies, The Republic of Moldavia  
**Viorel GOGU**, Dublin Institute of Technology, Ireland
- 3. Accounting effects of financial corruption within emerging countries– Iraq case study -**  
**Andreea Gabriela PONORICA**, Bucharest University of Economic Studies  
**Latfe Jabar ZAQEER**, PhD candidate Bucharest University of Economic Studies, origin country Iraq
- 4. Attract, retain and win back customers - ways to increase the performance of companies**  
**Emilia PASCU**, “Dimitrie Cantemir” Christian University, Bucharest  
**Oana Maria MILEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Petronela Sonia NEDEA**, “Dimitrie Cantemir” Christian University, Bucharest
- 5. Characteristics of cutaneous and pulmonary climatic stress specific for balneary tourism area on the Romanian shore of the Black Sea**  
**Elena GRIGORE**, University of Bucharest  
**Elena BOGAN**, University of Bucharest  
**Dana Maria (OPREA) CONSTANTIN**, University of Bucharest



**6. EQ - the key to success in the context of knowledge economy and business environment**

**Manoela POPESCU**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Ivona STOICA**, “Dimitrie Cantemir” Christian  
University, Bucharest

**7. Crisis management in public relations**

**Mihaela Simona APOSTOL**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Adriana Anca CRISTEA**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Tatiana DOSESCU**, “Dimitrie Cantemir”  
Christian University, Bucharest

**8. Title reserved,**

**Mădălina DEACONU**, Inria Research Center  
Nancy - Grand Est & Élie Cartan Institute of  
Lorraine

## **INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY**

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**April 23, 2015 - Conference room 130**

**14,00 - 15,30** - Section sessions;

**15,30 - 16,00** - Coffee Break;

**16,00 - 17,00** - Section sessions;


**17,00 - 18,00** – Debates.

### **Moderators:**

 Senior Lecturer **Oana MILEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

 Senior Lecturer **Emilia Gogu**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

### **Secretary:**

 Junior Lecturer **Oana ORHEIAN**, PhD c., “Dimitrie Cantemir” Christian University, Bucharest

## **SECTION PAPERS**

### **1. Controversy regarding the credit rating agencies and their main criticism**

**Oana Mihaela ORHEIAN**, “Dimitrie Cantemir” Christian University, Bucharest, PhD candidate  
Bucharest University of Economic Studies

**Ioana Gabriela GRIGORESCU**, Romanian American Academy, Bucharest

### **2. Data mining in banking system**

**Ana – Maria Ramona STANCU**, PhD candidate  
Bucharest University of Economic Studies

**3. Public Funding for Emergent Countries**

**Andreea Gabriela PONORICA**, Bucharest  
University of Economic Studies

**Latfe Jabar ZAQEER**, PhD candidate Bucharest  
University of Economic Studies, origin country  
Iraq

**Ahmed H. Juhi AL – SAEDI**, PhD candidate  
Bucharest University of Economic Studies, origin  
country Iraq

**4. Modeling and interpretation of Gaussian  
processes in time series**

**Ana – Maria Ramona STANCU**, PhD candidate  
Bucharest University of Economic Studies

**5. Main evolutions of international insurance  
and reinsurance market**

**Oana Mihaela ORHEIAN**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Ioana Gabriela GRIGORESCU**, Romanian  
American Academy, Bucharest

**6. Comparative analysis on the main obstacles  
to the knowledge and technology transfer**

**Daniela VASILE**, Bucharest University of  
Economic Studies

**7. Unification of the European Contract Law –  
Intermediation Matter. Particularities of  
Contract Signing, in the Anglo-Saxon System  
(Common Law System). Japanese Success in**

**International Commerce: Long Term Contracts (keizokuteki torihiki).**

**Nicolae TANASOIU**, “Dimitrie Cantemir”  
Christian University, Bucharest

**8. Aspects of the management accounting’s normalization as a component of accounting’s law in Romania in the nowadays’ context**

**Luminița Georgeta JALBĂ**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Daniela Georgiana STANCU**, “Dimitrie Cantemir”  
Christian University, Bucharest

**9. SMEs in the modern economy**

**Oana Maria MILEA**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Emilia PASCU**, “Dimitrie Cantemir” Christian  
University, Bucharest

**Daniela POPA**, “Dimitrie Cantemir” Christian  
University, Bucharest

**10. Agricultural policy objectives under the Europe 2020 strategy**

**Oana Maria MILEA**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Emilia PASCU**, “Dimitrie Cantemir” Christian  
University, Bucharest

**Daniela POPA**, “Dimitrie Cantemir” Christian  
University, Bucharest

**11. The actuarial accounting - a consequence of the multidisciplinary research**

**Gheorghe LEPĂDATU**, “Dimitrie Cantemir”  
Christian University, Bucharest

**12. An analysis between the employment rates in  
EU and the level of educational attainment**  
**Adina Petruta PAVEL**, PhD c. Bucharest  
University of Economic Studies

## **II. BUSINESS DEVELOPMENT AND COMPETITIVENESS**

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**April 23, 2015 - Conference room 39**


**14,00 - 15,30** - Section sessions;


**15,30 - 16,00** - Coffee Break;

**16,00 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates.

### **Moderators:**

 Senior Lecturer **Emilia PASCU**, PhD,  
“Dimitrie Cantemir” Christian University,  
Bucharest

 Senior Lecturer **Luminita JALBA**, PhD,  
“Dimitrie Cantemir” Christian University,  
Bucharest

### **Secretary:**

 Junior Lecturer **Adina Petruța PAVEL**, PhD  
c., “Dimitrie Cantemir” Christian University,  
Bucharest

## **SECTION PAPERS**

### **1. Statistical analysis of higher education in the period 2000-2013**

**Emilia GOGU**, “Dimitrie Cantemir” Christian  
University, Bucharest

**Ion PÂRȚACHI**, Academy of Economic Studies,  
The Republic of Moldavia

**Viorelia MOLDOVAN-BĂTRÂNAC**, Vice-rector  
of ULIM, Republic of Moldavia

- 2. The importance of intermediaries on stock transactions**  
**Roxana IONESCU**, “Dimitrie Cantemir” Christian University, Bucharest
- 3. Services and life’s quality**  
**Viorica IONASCU**, “Dimitrie Cantemir” Christian University, Bucharest
- 4. Challenges and strategic trends in modern logistics and supply chain management**  
**Alexandru BURDA**, “Dimitrie Cantemir” Christian University, Bucharest
- 5. Dimensional random variables defined on the product space măsurabile- Applications**  
**Mihaela Simona APOSTOL**, “Dimitrie Cantemir” Christian University, Bucharest  
**Adriana Anca CRISTEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Tatiana DODESCU**, “Dimitrie Cantemir” Christian University, Bucharest
- 6. Innovation and Design - Two Strategic Tools for Entry into the European Economy**  
**Emilia PASCU**, “Dimitrie Cantemir” Christian University, Bucharest  
**Oana Maria MILEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Petronela Sonia NEDEA**, “Dimitrie Cantemir” Christian University, Bucharest

- 7. Mergers and acquisitions - ways of developing business**  
**Roxana IONESCU**, “Dimitrie Cantemir” Christian University, Bucharest
- 8. Quantitative and qualitative mutations in evolution of health services**  
**Viorica IONASCU**, “Dimitrie Cantemir” Christian University, Buchares
- 9. Customer relationship management in the context of modern economy**  
**Emilia PASCU**, “Dimitrie Cantemir” Christian University, Bucharest  
**Oana Maria MILEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Petronela Sonia NEDEA**, “Dimitrie Cantemir” Christian University, Bucharest
- 10. Methods of harnessing modern funding sources and technology in entrepreneurship**  
**Andreas FRUTH**, Bucharest University of Economic Studies  
**Monica Nicoleta NEACSU**, Bucharest University of Economic Studies
- 11. Romanian higher education financing strategy to 2025**  
**Mariana IATAGAN**, Romanian Academy
- 12. Consumer behaviour regarding the transition of social activities from fixed to mobile**  
**Ivona STOICA**, “Dimitrie Cantemir” Christian University, Buchares



### **III. TOURISM AND SUSTAINABLE DEVELOPMENT**

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**April 23, 2015 - Conference room 93**

**14,00 - 15,30** - Section sessions;


**15,30 - 16,00** - Coffee Break;

**16,00 - 17,00** - Section sessions;


**17,00 - 18,00** – Debates.

#### **Moderators:**

 Senior Lecturer **Adriana Anca CRISTEA**,  
PhD “Dimitrie Cantemir” Christian University,  
Bucharest

 Lecturer **Petronela Sonia NEDEA**, PhD,  
“Dimitrie Cantemir” Christian University,  
Bucharest

#### **Secretary:**

 Junior Lecturer **Georgiana ARON**, PhD c.,  
“Dimitrie Cantemir” Christian University,  
Bucharest

### **SECTION PAPERS**

#### **1. Particularly in ensuring consumer protection in catering establishments in Romania**

**Mihaela Simona APOSTOL**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Adriana Anca CRISTEA**, “Dimitrie Cantemir”  
Christian University, Bucharest

**Tatiana DODESCU**, “Dimitrie Cantemir”  
Christian University, Bucharest

- 2. Challenges of climate change in Romania**  
**Andreea-Mihaela BĂLTĂREȚU**, “Dimitrie Cantemir” Christian University, Bucharest
- 3. Thematic parks - between real and imaginary**  
**Mihaela Simona APOSTOL**, “Dimitrie Cantemir” Christian University, Bucharest  
**Adriana Anca CRISTEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Tatiana DOESCU**, “Dimitrie Cantemir” Christian University, Bucharest
- 4. Romania’s Tourism Brand – a Controversial Story**  
**Camelia PAVEL**, “Dimitrie Cantemir” Christian University, Bucharest  
**Andreea-Mihaela BĂLTĂREȚU**, “Dimitrie Cantemir” Christian University, Bucharest
- 5. The role of identity in religious tourism image**  
**Mihaela Simona APOSTOL**, “Dimitrie Cantemir” Christian University, Bucharest  
**Adriana Anca CRISTEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Tatiana DOESCU**, “Dimitrie Cantemir” Christian University, Bucharest
- 6. The importance of transport and specific infrastructure for the development of the Romanian domestic and international tourism**  
**Nicolae NEACSU**, “Dimitrie Cantemir” Christian University, Bucharest  
**Monica Nicoleta NEACSU**, PhD c., Bucharest University of Economic Studies

**7. Classification and possible actions of the entities involved in the development/promotion of Romanian balneotherapy tourism**

**Monica Nicoleta NEACSU**, PhD c., Bucharest University of Economic Studies

**Iuliana CETINA**, Bucharest University of Economic Studies

**Nicolae NEACSU**, “Dimitrie Cantemir” Christian University, Bucharest

**8. Methods and strategies to increase the quality of services in tourism**

**Roxana-Mihaela IONITA**, “Dimitrie Cantemir” Christian University, Constanta

**9. Assessing climate change perception of ecotourism stakeholders from protected areas**

**Remus Ion HORNOIU**, Bucharest Academy of Economic Studies

**10. Event tourism and animation**

**Dominic DANIELESCU - PEREZ**, “Dimitrie Cantemir” Christian University, Bucharest

**11. An Analysis of Tourism Movement in Seaside Resorts during 2007 – 2013**

**Nenciu Daniela Simona**, “Dimitrie Cantemir” Christian University, Constanta

**Teodorescu Adriana**, “Dimitrie Cantemir” Christian University, Constanta

## **IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY**

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***April 23, 2015 - Conference room 85***


**14,00 - 15,30** - Section sessions;

**15,30 - 16,00** - Coffee Break;

**16,00 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates.

### **Moderators:**

 Senior Lecturer **Camelia PAVEL**, PhD  
“Dimitrie Cantemir” Christian University,  
Bucharest

 Senior Lecturer **Daniela Georgiana STANCU**, PhD  
“Dimitrie Cantemir” Christian University, Bucharest

### **Secretary:**

 Junior Lecturer, **Monica Nicoleta NEACȘU**,  
PhD c., “Dimitrie Cantemir” Christian  
University, Bucharest

## **SECTION PAPERS**

### **1. Management, human activity, by the people and for the people**

**Daniela Georgiana STANCU**, “Dimitrie  
Cantemir” Christian University, Bucharest

- 2. Customer relationship management in services**  
**Dragoș Marian RĂDULESCU**, “Dimitrie Cantemir” Christian University, Bucharest  
**Violeta RĂDULESCU**, Bucharest University of Economic Studies
  
- 3. The particularities of journalistic discourse**  
**Mihaela Simona APOSTOL**, “Dimitrie Cantemir” Christian University, Bucharest  
**Adriana Anca CRISTEA**, “Dimitrie Cantemir” Christian University, Bucharest  
**Tatiana DOSESCU**, “Dimitrie Cantemir” Christian University, Bucharest
  
- 4. Concept store – the best way for a memorable identity**  
**Camelia PAVEL**, “Dimitrie Cantemir” Christian University, Bucharest
  
- 5. The importance of risk management in projects**  
**Ana-Maria DINU**, “Dimitrie Cantemir” Christian University, Bucharest
  
- 6. Classroom management for Business English**  
**Cristina MIHĂESCU**, “Dimitrie Cantemir” Christian University, Bucharest

**7. The implications of social networks upon the human resource selection and recruitment process**

**Georgiana ARON**, “Dimitrie Cantemir” Christian University, Bucharest

**8. Unconventional advertising – a better way to attract the attention of target audience**

**Camelia PAVEL**, “Dimitrie Cantemir” Christian University, Bucharest

**9. Marketing mix of projects financed from european funds**

**Alexandru Virgil TASCU**, Bucharest University of Economic Studies

**Valentina-Daniela CONSTANTIN**, Bucharest University of Economic Studies

**10. Marketing Strategies Used by Tourism Entrepreneurs in Mamaia Resort**

**Adriana TEODORESCU**, “Dimitrie Cantemir” Christian University, Constanta

**Daniela Simona NENCIU**, “Dimitrie Cantemir” Christian University, Constanta

**11. Balanced Scorecard in Human Resource Management**

**Petru BALOGH**, “Dimitrie Cantemir” Christian University, Constanta

**Pompiliu GOLEA**, “Dimitrie Cantemir” Christian University, Constanta