

PRELIMINARY PROGRAM OF THE PRESENTATIONS
based on the presence confirmation, subject to updating

ROOM A - SOCIAL RESPONSIBILITY – THEORY AND PRACTICE

Session 1 09.00-11.00	<p>CHAIR: Eduard EDELHAUSER</p> <p>Integrating corporate social responsibility and occupational health and safety to facilitate the development of the organizations Lucian-Ionel CIOCA, Larisa IVASCU, Simona RUS</p> <p>Social responsibility– pillar of the company strategy. Case study Daniela CREȚU, Andrei Radu IOVA</p> <p>Modern management in Jiu Valley SME's, a solution to a possible social disaster of a mono industrial area Eduard EDELHAUSER, Lucian LUPU DIMA, Csaba LORINȚ</p> <p>Legal Considerations on International Corporate Social Responsibility Standards Gabriela FISTIS, Caius Tudor LUMINOSU, Cristina BORCA</p> <p>Study regarding the visibility of corporate social responsibility practices within the Romanian business market Bogdan FLEACĂ, Andreea DUMITRESCU, Elena FLEACĂ</p> <p>Insights into the social responsibility developments with respect to environmental protection concern Elena FLEACĂ, Bogdan FLEACĂ, Olivia NEGOIȚĂ, Octavian NEGOIȚĂ</p>
11.00-11.30	Coffee break
Session 2 11.30-13.00	<p>CHAIR: Marian MOCAN</p> <p>Managers and Engineer Economists between Social Economy Development and obtaining Profit Liliana Doina MĂGDOIU, Ioan Constantin RADA</p> <p>The implication of Corporate Social Responsibility on the sustainable development in Romania Roxana-Mihaela SIRBU, Cristina BORCA, Anca DRAGHICI, Oana Ramona LOBONȚ</p> <p>CSR in automotive: fad or key to success? The case of Romanian car manufacturer Dacia Attila TURI, Marian MOCAN, Sorin-Ioan MAISTOR</p> <p>The place and the impact of the social economy in Romania Mihaela Ioana LEȘE, Liviu MARIAN, Ionela MANCIU</p> <p>Arguments for undertaking social responsibility Mirela POPA, Irina SALANȚĂ</p> <p>Corporate Social Responsibility and Christian Social Thought. Are they sharing commonalities or are they relating to parallel worlds? Remus LUNGU, Florin LUNGU</p>
13.00-14.00	Lunch
Session 3 14.00-15:30	<p>CHAIR: Dan MIRICESCU</p> <p>Social responsibility in public administration Smaranda CĂMPEAN (TRIPON), Liviu MORAR, Emilia CĂMPEAN, Ileana ULICI (UNGUREAN)</p> <p>Corporate Social Responsibility in small and medium enterprises from a managerial point of view Cristina FENISER, Florin LUNGU</p> <p>A new perspective on Zara's social responsibility and consumer's perception of the Zara fashion brand Dana Teodora DRAGONICI</p> <p>A study of the corporate social responsibility of the year 2014 nominated "10 best us companies to work for" Emeric Ovidiu LAPOSI, Ioan Simion DAN</p> <p>The management of the Danube Delta as an international ecotourism destination: between profit and social responsibility Tudor NICIPORUC, Dragoș Tudor VANA</p> <p>Capitalization as social responsibility of corporate governance in majority state-owned economic entities Sabin SISERMAN</p>
15.30-16.00	Coffee break

ROOM B - ORGANISATIONAL PRACTICES

<p>Session 1 9.00-11.00</p>	<p>CHAIR: Constantin BUNGAU</p> <p>Work motivation for educational managers Carmen Sonia DUȘE, Dan-Maniu DUȘE</p> <p>Management of advertising campaigns with children as target audience – between profit and social responsibility Dan MIRICESCU, Mihaela Laura BRATU</p> <p>The community's perception on the initiatives of corporate social responsibility. Case study Andrei Radu IOVA, Daniela CREȚU</p> <p>Marketing practices adopted in Romanian small and medium enterprises Șerban MICLEA, Monica IZVERCIANU</p> <p>Realities and trends on the Romanian logistics market Gina-Maria MORARU, Dan MIRICESCU, Thomas MOSER</p> <p>Innovation and Communication in CSR. A perspective for the Romanian Companies Bogdan GRIGORAS, Simina MOLDOVEANU</p> <p>Is CSR a company strategy or a managerial style decision? Emanoil DRAGANESCU, Paul BARU</p> <p>Creating competitive advantage through sustainable value chain: insights on automotive and textile industry Sunhilde CUC, Constantin BUNGAU</p>
<p>11.00-11.30</p>	<p style="text-align: center;">Coffee break</p>
<p>Session 2 11.30-13.00</p>	<p>CHAIR: Liviu MARIAN</p> <p>Corporate social responsibility in Romania: from conceptual frameworks to concrete actions Virginia BĂLEANU, Sabina IRIMIE, Sabin IRIMIE</p> <p>The road to entrepreneurial success: entrepreneurial characteristics vs. social responsibility Matei TĂMĂȘILĂ, Ilie Mihai TĂUCEAN, Claudiu Tiberiu ALBULESCU</p> <p>The Chamber of Commerce between profit and social responsibility Anca Mihaela REDES (married GIURGIU), Liviu MARIAN, Ioana LESE</p> <p>Online shopping key features analysis in Mures county Elena-Iulia APĂVĂLOAIE, Liviu MARIAN, Elena Lucia HARPA</p> <p>Analysis of the most important variables which determine innovation among rural entrepreneurs Elena Lucia HARPA, Liviu MARIAN, Sorina MOICA, Iulia Elena APAVALOAI</p> <p>Characteristics of Communication in Romanian Companies Simion CECAN, Liviu MARIAN</p> <p>The CSR Prospects in Romania and Slovakia: A Comparative Study of the CSR-Related Preferences of the Future Managerial Generation Anna REMIŠOVÁ, Anna LAŠÁKOVÁ, Doina CATANĂ</p> <p>Future managers' perspective on societal culture: A comparison between Romania and a cluster of former European socialist countries Doina CATANĂ, Gh. Alexandru CATANĂ</p>
<p>13.00-14.00</p>	<p style="text-align: center;">Lunch</p>
<p>Session 3 14.00-15:30</p>	<p>CHAIR: Costache RUSU</p> <p>Level of job satisfaction of medical and non-medical personnel of Trauma University Hospital in Tirana Gaqo TANKU, Piro TANKU</p> <p>A simple model for employees awareness increase. Concrete improvements Traian DRĂGAN, Liviu MORAR, Emilia CÂMPEAN</p> <p>Vehicle sales analysis Nelu DORLE, Liviu MORAR, Emilia CÂMPEAN, Ileana ULICI (UNGUREAN)</p> <p>Management skills improvement through Corporate Social Responsibility programs Sofia ALEXE, Paul BARU, Claudiu ABRUDAN</p> <p>The management of team competencies Ciprian CRISTEA, Iulian BIROU</p> <p>Analysis regarding the size and dynamics of Corporate Social Responsibility concept Alina MOLDOVAN, Elena-Simina LAKATOS, Laura BACALI, Oana-Bianca BERCEA, Leda RÎPĂ</p> <p>Perspectives on CSR and cultural dimensions: the case of an American subsidiary in Romania Cassandra Victoria BORDEANU, Alina Aida DRĂGAN</p> <p>PLM concepts and competitive design for high-end office furniture Oana IAMANDI, Bogdan GHERMAN, Calin VAIDA, Mihai DRAGOMIR, Florin POPISTER</p>
<p>15.30-16.00</p>	<p style="text-align: center;">Coffee break</p>

ROOM C - Efficiency in organisations

Session 1 9.00-11.00	CHAIR: Dan CÂNDEA Reverse logistics in Romania, a point of view of electrical and electronic products retailers Cristina Mihaela GHEORGHE, Raisa Floralia RADU Transposing the constraints into feasible alternative solutions within renewable energy projects Gabriela PROSTEAN, Cristian VASAR, Andra BADEA Analysis of the external general environment of the logistic market in Romania Dănuț Dumitru DUMITRAȘCU, Wiegand Helmut FLEISCHER, Thomas MOSER Using the value analysis method for redesigning the management of Hunedoara Energy Complex S.A. Florian BUSE, Sorin Iuliu MANGU, Gheorghe Florin BUSE The directions for improvement in polish and Romanian enterprises in applying the principles of social responsibility Nadia BELU, Agnieszka MISZTAL, Marcin BUTLEWSKI , Nicoleta RACHIERU A New Approach on Software Self-Assessment Tool Based on EFQM Model Andreea IONICĂ, Monica LEBA, Remus DOBRA Employees' risk attitudes and the linkage to organizational security and health in the construction industry in Romania Andrada-Iulia GHETE, Lorena BALAN
11.00-11.30	Coffee break
Session 2 11.30-13.00	CHAIR: Anca DRĂGHICI Strategic planning horizons used by both small and big companies from the north-west Romania Gabriela LOBONȚIU, Vasile BÎRLE, Nicolae UNGUREANU Applied study concerning the development of tools to control the state of financial balance Vasile BÎRLE, Gabriela LOBONȚIU A complexity management model for industrial services Frank RENNUNG, Daniel PASCHEK, Anca DRAGHICI Leadership competencies for successfully implementing change in Romanian organizations Paula BĂSU, Costache RUSU Increased competitiveness through improved competences transfer between universities and organizations Costache RUSU, Elisabeta JABA The Framework of methodology for identification of organizational maturity with assessment of excellence level of logistics systems Anna MAZUR, Agnieszka STACHOWIAK
13.00-14.00	Lunch
Session 3 14.00-15:30	CHAIR: Mircea LOBONȚIU Using protégé and jess in the management of product development Adrian PETROVAN, Mircea LOBONȚIU, Nicolae UNGUREANU Current status of the interferences between technology diffusion and marketing management Nadia BARKOCZI, Laura BACALI, Mircea LOBONȚIU Considerations on improving touristic services in Romania Ancuța-Maria SIGMIREAN, Liviu MARIAN, Amelia BOROȘ Mathematical model for improving the efficiency of productive organizations Ionela MANCIU, Liviu MARIAN, Anca Mihaela REDES (married GIURGIU) Aspects regarding the transformation of strange attractors from quasi – stability toward full blown chaos Ștefan Radu BOGDAN, Liviu MORAR, Cristian GELMEREANU Quality management tools used as competitive assets in car sales Ileana ULICI UNGUREAN, Liviu MORAR, Emilia CÂMPEAN, Nelu DORLE, Smaranda CÂMPEAN (TRIPON)
16.30-17.00	Coffee break