

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

**ROOM A - CRISIS MANAGEMENT SOLUTIONS**

<b>Session 1</b> <b>09.30-11.00</b>	<p><b>CHAIR: Monica IZVERCIANU</b></p> <p><b>Strategies for increasing competitiveness of the romanian textile and clothing industry</b> Sunhilde CUC, Simona TRIPA, Constantin BUNGAU</p> <p><b>Crisis management and automotive industry</b> Ileana ULICI (UNGUREAN), Liviu MORAR, Emilia CAMPEAN, Smaranda Mariana CAMPEAN (TRIPON), Traian DRĂGAN</p> <p><b>Aspects of the maintenance employee's crisis and solutions for manage in Romania</b> Gheorghe DONCA</p> <p><b>Performance measurement systems, methods and indicators from the perspective of time-based management</b> Dan MIRICESCU, Daniela POPA</p> <p><b>A new model for price fluctuation in a single commodity market using mathematical theory</b> Nicolae LUNGU, Sorina Anamaria CIPLEA</p>
<b>11.00-11.30</b>	<b>Coffee break</b>
<b>Session 2</b> <b>11.30-13.00</b>	<p><b>CHAIR: Dan MIRICESCU</b></p> <p><b>A new approach on IT startups project management</b> Raluca DOVLEAC, Andreea IONICĂ, Monica LEBA</p> <p><b>Management of the receiving inspections by using statistical process control in order to minimize the risks of nonconforming product delivered in the manufacturing of mechatronic devices</b> Ion Cristian BRAGA, Anisor NEDELCU</p> <p><b>The correlation between the labor market needs and the output of the education system, a leading solution for the Jiu valley conurbation crisis</b> Eduard EDELHAUSER, Lucian LUPU DIMA, Roxana PLESA</p> <p><b>Grounding decisions in time of crisis - Case studies on SMEs</b> Ionela MANCIU, Liviu Onoriu MARIAN, Anca Mihaela REDES (GIURGIU)</p> <p><b>European projects- the chamber of commerce response in a time of crisis</b> Anca Mihaela GIURGIU, Liviu Onoriu MARIAN, Ionela MANCIU, Ioana Mihaela LESE</p>
<b>13.00-14.00</b>	<b>Lunch</b>
<b>Session 3</b> <b>14.00-15.30</b>	<p><b>CHAIR: Florin LUNGU</b></p> <p><b>Conceptual model in supply chain collaboration for renewable energy resources projects</b> Andra BADEA, Gabriela PROSTEAN, Matei TAMASILĂ, Ilie TAUCEAN</p> <p><b>Activities improvement at an opening mining work employing the technique of labor methods engineering</b> Ioan Nicolae TIUZBAIAN</p> <p><b>Adapting to the times of global economic crisis of an enterprise by increasing labor productivity at a work station due to automation of afferent operations</b> Ancuța BĂLTEANU, Monica BĂLDEA</p> <p><b>Aspects regarding the use of marketing research as a support for the investment decisions</b> Carmen Maria MUREȘAN, Laura BACALI</p> <p><b>A framework for information security management</b> Dragoș-Ionuț ANGHELUȚĂ, Luminița-Mihaela LUPU</p>
<b>15.30-16.00</b>	<b>Coffee break</b>
<b>Session 4</b> <b>16.00-17.30</b>	<p><b>CHAIR: Lucian-Ionel CIOCA</b></p> <p><b>The working capital and liquidity's role in explaining the Italians' firms profitability around the recent financial crisis</b> Claudiu Tiberiu ALBULESCU, Șerban MICLEA, Matei TĂMĂȘILĂ, Ilie Mihai TĂUCEAN</p> <p><b>Individual risk early warning systems as a management instrument to handle crises</b> Daniel PASCHEK, Anca DRAGHICI, Frank RENNUNG, Adelin Emanuel TRUSCULESCU</p> <p><b>Modeling the intellectual property policy in SMEs</b> Olivia Doina NEGOIȚĂ, Geanina Silvana BANU, Anca Alexandra PURCĂREA, Octavian NEGOIȚĂ</p> <p><b>Open innovation business model</b> Geanina Silvana BANU, Anca Alexandra PURCĂREA, Olivia Doina NEGOIȚĂ, Octavian NEGOIȚĂ</p>

## ROOM B - NEW CHALLENGES IN A TIME OF CRISIS

<p><b>Session 1</b> 9.30-11.00</p>	<p><b>CHAIR: Costache RUSU</b></p> <p><b>A case study for costs optimization in a construction company</b> Sorina Anamaria CIPLEA, Livia ANASTASIU, Dorina SUCALĂ, Maria Nicoleta ROMAN</p> <p><b>ISO 9001 from the 2008 to the 2015 version. Understanding the changes to gain perspective</b> Mihai DRAGOMIR, Grigore POP, Diana DRAGOMIR</p> <p><b>Consumer neuroscience-research instruments and short history</b> Răzvan VAIDA, Laura BACALI, Elena-Simina LAKATOS, Nadia BARKOCZI</p> <p><b>Evolution of the sustainability concept</b> Liana PATER, Monica IZVERCIANU, Simina SUCIU, Larisa IVASCU</p> <p><b>Research regarding ethics in European organizations in a time of crisis</b> Roxana C. CORDOS, Bogdan Lucian BLAGA</p>
<p>11.00-11.30</p>	<p style="text-align: center;"><b>Coffee break</b></p>
<p><b>Session 2</b> 11.30-13.00</p>	<p><b>CHAIR: Constantin BUNGĂU</b></p> <p><b>Marketing research on the evolution of domestic production fruit consumption in Romania (case study in Iași county)</b> Elena LEONTE, Andy-Felix JITĂREANU, Cornelia MURARIU, Aurel CHIRAN, George UNGUREANU</p> <p><b>The need analysis of the citizens in relation to public administration</b> Smaranda CAMPEAN (TRIPON), Liviu MORAR, Emilia Maria CAMPEAN, Ileana ULICI (UNGUREAN)</p> <p><b>The effects of working capital management on company profitability in the Romanian construction industry</b> Ciprian CRISTEA, Maria CRISTEA, Iulian BIROU</p> <p><b>Difficulties in finding employment: who is to blame?</b> Bogdan RUSU</p> <p><b>Comparative study of the marketing methods used by the main medicine distributors from Romania</b> Victor Alexandru GAVRILAS, Liviu Onoriu MARIAN</p>
<p>13.00-14.00</p>	<p style="text-align: center;"><b>Lunch</b></p>
<p><b>Session 3</b> 14.00-15.30</p>	<p><b>CHAIR: Livia ANASTASIU</b></p> <p><b>Analysis of customer loyalty influencing factors</b> Lucian-Ionel CIOCA, Larisa IVASCU, Simona RUS</p> <p><b>A critical analysis of the European airspace architecture</b> Adrian MURARU, Mircea BOSCOIANU</p> <p><b>Towards an intelligent academic revolution - the new role of change leadership in turbulent and crisis periods</b> Mircea BOȘCOIANU, Laura BACALI, Emilia CALEFARIU</p> <p><b>Structural and functional redesign of an investment fund in the context of compliance with the requirements imposed by the European Union in response to the financial crisis - SIF Moldova case study</b> Costel CEOCEA</p> <p><b>Circular economy - a new challenge for Romanians consumption trends in a time of crisis</b> Anca IUGA (BUTNARIU), Vasile POPA, Luminița POPA</p>
<p>15.30-16.00</p>	<p style="text-align: center;"><b>Coffee break</b></p>
<p><b>Session 4</b> 16.00-17.30</p>	<p><b>CHAIR: Mircea BOȘCOIANU</b></p> <p><b>Operational instruments in the financial risk management specific to the projects of renewable energy resources exploitation</b> Cristina HORA, Dănuț DUMITRESCU, Horea HORA</p> <p><b>Sustainable public procurement - new opportunities for companies</b> Adrian VATAMANIUC, Costache RUSU</p> <p><b>Simulation of the influence of major indices of the results of human activities over the urban population exposure to air pollution by particulate matter</b> Constantin ILIE, Margareta ILIE, Lucia-Violeta MELNIC</p> <p><b>Change management in architectural offer, as response to changing demand structures on the specific market in the post crisis</b> Raluca Alexandra CEOCEA, Costache RUSU</p>

## ROOM C - PERSPECTIVES ON ECONOMY IN A CRISIS CONTEXT

<p><b>Session 1</b> 9.30-11.00</p>	<p><b>CHAIR: Dan CÂNDEA</b></p> <p><b>Rural entrepreneurship - the pathway from subsistence to sustainability of rural areas in Romania</b> Anica IANCU, Luminita POPESCU, Tomita VASILE, Virgil POPESCU</p> <p><b>Supply chain risk management</b> Ioana NAP (RAȚ)</p> <p><b>The pressure of economic crises upon the necessity of redefining the labour productivity indicator</b> Cristian Carol LANG, Stelian BRAD</p> <p><b>About competition, competitive advantage and critical success factors</b> Doru FĂRCAȘ</p> <p><b>Entrepreneurial awareness of future business engineers – a pilot study</b> Elena FLEACĂ, Bogdan FLEACĂ, Mihai COROCĂESCU, Petruța MIHAI</p>
<p>11.00-11.30</p>	<p style="text-align: center;"><b>Coffee break</b></p>
<p><b>Session 2</b> 11.30-13.00</p>	<p><b>CHAIR: Eduard EDELHAUSER</b></p> <p><b>The causes of reduced innovation in Romania: extractive institutions</b> Cristina FENIȘER, Gheorghe BURZ</p> <p><b>The legacy marketing concept: what is it and how does it work?</b> Șerban MICLEA, Monica IZVERCIANU</p> <p><b>Mitigating the risks in civil engineering projects using multi-criteria methods</b> Livia ANASTASIU</p> <p><b>E-learning – A method to reduce the impact of crisis in higher education</b> Ovidiu GAVRIȘ, Livia ANASTASIU, Sorina CIPLEA, Sorin HOPÎRTEAN</p> <p><b>Green marketing - a basic component of sustainable development</b> Carmen Gabriela BĂCILĂ, Radu Călin BĂCILĂ</p>
<p>13.00-14.00</p>	<p style="text-align: center;"><b>Lunch</b></p>
<p><b>Session 3</b> 14.00-15.30</p>	<p><b>CHAIR: Mircea LOBONȚIU</b></p> <p><b>Public procurement system performance indicators. Case study: Romania</b> Mirela Violeta PATRAS (MIALȚU)</p> <p><b>Theoretical aspects of using AHP method in forecasting the number of new technology potential adopters</b> Nadia BARKOCZI, Laura BACALI, Mircea LOBONȚIU</p> <p><b>Research regarding the measurement practices of distribution performance as a component of marketing performance</b> Adriana Mirela SAVA, Laura BACALI, Mircea BOSCOIANU</p> <p><b>Educational approaches (infragaming concept based) of the civil emergencies management caused by incidents related to critical infrastructures</b> Dorel BADEA, Olga Maria Cristina BUCOVETCHI, Romana OANCEA, Marian COMAN</p> <p><b>Aspects relating to the evolution of printing industry</b> Teodora CIRLIG, Anca Alexandra PURCAREA, Liviu Gabriel NEAGU</p>
<p>15.30-16.00</p>	<p style="text-align: center;"><b>Coffee break</b></p>
<p><b>Session 4</b> 16.00-17.30</p>	<p><b>CHAIR: Anca DRĂGHICI</b></p> <p><b>Factors influencing the attractiveness of the university</b> Oana DUMITRAȘCU</p> <p><b>Crisis management from the spiritual outlook of the three major world religions. Are there any practical lessons to be learned?</b> Remus LUNGU, Florin LUNGU</p> <p><b>Bibliographic study on the managers' roles in the process of organizational change</b> Daniela Geanina LUCA (COSOSCHI), Luminita Mihela LUPU, Ionut Viorel HERGHILIGIU</p> <p><b>Managers and engineers economists between the sociology of elites and the social economy of vulnerable groups</b> Ioan Constatntin RADA, Liliana Doina MĂGDIOIU, Zoltan KOVENDI, Ioana Carmen RADA</p> <p><b>Balance of red meat in Romania – achievements and perspectives</b> Nicoleta MATEOC SIRB, Paun Ion OTIMAN, Teodor MATEOC, Cosmin SALASAN, Ioana Mihaela BALAN</p>