

**PRELIMINARY PROGRAM OF THE PRESENTATIONS**  
subject to updating  
**ROOM A – CHALLENGES OF GLOBALIZATION AND COMPANIES' REACTION**

Join Zoom Meeting (18.09.2020)

<https://zoom.us/j/98978049129?pwd=QUMyM3JEY2pmeFplbis0WDhrTmxNQTO9>

Meeting ID: 989 7804 9129      Passcode: 771177

<b>Session 1</b> 09.00-11.00	<p><b>CHAIR: Dan MIRICESCU</b></p> <p><b>PROCESS MANAGEMENT IN AN ORGANIZATION IN THE AEROSPACE INDUSTRY IN TERMS OF THEIR VERTICAL INTEGRATION</b> Gheorghe Ioan POP, Aurel Mihail ȚÎȚU</p> <p><b>COST OPTIMIZATION FOR DESIGNING SUSTAINABLE, INTELLIGENT AND INCLUSIVE BUILDINGS USING TRIZ</b> Emilia BRAD, Anca STAN</p> <p><b>THE EFFECTS OF GLOBALIZATION ON HUMAN RESOURCE MANAGEMENT</b> Sorina Anamaria CIPLEA, Dana MORAR, Dorina SUCALĂ, Andreea MAIER</p> <p><b>CHALLENGES IN THE PROJECT MANAGEMENT PRACTICES OF REMOTE TEAMS</b> Raluca DOVLEAC, Andreea IONICĂ, Monica LEBA</p> <p><b>IDENTIFICATION OF KNOWLEDGE LEVEL AIMED TO IMPROVE PRODUCTION PROCESSES AND UP-GRADE VALUE ADDED WITHIN COMPANIES</b> Marius Constantin DAN, Adrian Mihai DAN</p> <p><b>THE DEVELOPMENT OF QUALITY MANAGEMENT SYSTEM USED IN THE PRODUCTION OF REFERENCE MATERIALS</b> Floarea SERBANCEA, Nastasia BELC, Ovidiu MARCULESCU, Augustin SEMENESCU, Aurelia STANESCU</p> <p><b>LEAN MANUFACTURING METHODOLOGY FOR IMPROVING PRODUCTION FLOWS ON AN ASSEMBLY LINE</b> Ana GAVRILUȚĂ, Eduard NIȚU, Nadia BELU, Daniel ANGHEL, Cătălina NEACȘU, Iuliana PASCU</p> <p><b>THE ORGANIZATION READINESS INDEX, AS A DECISION SUPPORT TOOL FOR CONSIGNMENT STOCK PROGRAM ADOPTION IN A "LEAGILE" SUPPLY CHAIN</b> Monica FAUR, Constantin BUNGĂU, Florin BLAGA, Cosmin GHERGHEA, Alin POP</p>
11.00-11.30	<b>Coffee break</b>
<b>Session 2</b> 11.30-13.30	<p><b>CHAIR: Costache RUSU</b></p> <p><b>SURVEY ON SOCIAL RESPONSIBILITY PRACTICES AND SUSTAINABLE DEVELOPMENT REQUIREMENTS IN ROMANIAN FIRMS</b> Ioana-Miruna TĂTARU, Bogdan FLEACĂ, Elena FLEACĂ</p> <p><b>HUMAN RESOURCES PLANNING MANAGEMENT ON CONSTRUCTION SITES</b> Dorina SUCALĂ, Sorina Anamaria CIPLEA, Dana MORAR, Andreea MAIER</p> <p><b>CONSIDERATIONS ON THE CHALLENGES OF PLANNING AND MANAGING GREY SWAN EVENTS</b> Maria CONSTANTINESCU, Constantin-Ovidiu ILIE</p> <p><b>STUDY OF A FOUR-DIMENSIONAL TRANSPORTATION PROBLEM</b> Ovidiu BLĂJINĂ</p> <p><b>THE ROLE OF VALUES IN ECONOMIC SLOWDOWN TIMES</b> Ancuța-Maria SIGMIREAN</p> <p><b>SPECIFIC ASPECTS OF PROCESS QUALITY MANAGEMENT IN THE AEROSPACE INDUSTRY</b> Aurel Mihail ȚÎȚU, Gheorghe Ioan POP</p> <p><b>HUMAN RESOURCES MANAGEMENT - AXIOLOGICAL FIELD OF INCREASING MANAGEMENT EFFICIENCY</b> Vasilica DAMASCHIN</p> <p><b>RISK MATRIX – AN INNOVATIVE MANAGEMENT TOOL FOR SME`S</b> Calin-Dumitru POP, Nicolae UNGUREANU, Adrian Dan POP</p>

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13.30-14.30	Lunch
<b>Session 3</b> 14.30-16.30	<p><b>CHAIR: Nicolae UNGUREANU</b></p> <p><b>A POKA YOKE MECHANISM, AS A CONTINUOUS IMPROVEMENT ACTION IN A MANUFACTURING PROCESS</b> Ion Cosmin GHERGHEA, Constantin BUNGĂU, Dan Claudiu NEGRĂU, Monica FAUR</p> <p><b>IoT TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT</b> Cătălin DUMITRESCU, Marius MINEA, Augustin SEMENESCU, Ionuț-Cosmin CHIVA</p> <p><b>TRADE RECEIVABLES AND / OR PAYABLES? EVIDENCE OF THEIR IMPACT ON FINANCIAL PERFORMANCE</b> Mihaela Brindusa TUDOSE, Valentina Diana RUSU, Silvia AVASILCAI</p> <p><b>EVALUATION OF THE PERFORMANCE OF ROBOTIC WELDING CELLS BY MODELING WITH TIMED PETRI NETS. CASE STUDY</b> Florin BLAGA, Alin POP, Vochita HULE, Cristina MOCAN, Cosmin POPA</p> <p><b>LIMITATIONS OF ORGANIZATIONAL AND RISK MANAGEMENT PERFORMANCE IN AIR TRANSPORT DUE TO TECHNOLOGY AND THE DYNAMICS AND UNPREDICTABILITY OF THE GLOBAL ENVIRONMENT</b> Casandra Venera PIETREANU, Valentin-Marian IORDACHE</p> <p><b>APPLICATION OF ARTIFICIAL INTELLIGENCE SYSTEMS IN THE MANAGEMENT OF INTELLIGENT TRANSPORT SYSTEMS</b> Ionuț-Cosmin CHIVA, Cătălin DUMITRESCU, Marius MINEA, Augustin SEMENESCU</p> <p><b>UNMANNED AERIAL VEHICLE (UAV) IN CONSTRUCTION MANAGEMENT: A LITERATURE REVIEW, APPLICATIONS AND CHALLENGES</b> Bogdan Emil BUNGARDI, Monica IZVERCIAN, Andreea Mihaela AGACHE GARBONI, Adrian PUGNA</p> <p><b>THE CUSTOMER RELATIONSHIP MANAGEMENT AND THE EXEMPLIFICATION OF THE IMPLEMENTATION IN THE ORGANIZATIONAL CUSTOMER RELATIONSHIP</b> Mircea Teodor POP, Miroslav SKUBAL, Delia Marcela POP, Lidia FONAI</p>
16.30-17.00	Coffee break
<b>Session 4</b> 17.00-19.00	<p><b>CHAIR: Radu STANCIU</b></p> <p><b>THE ROLE OF EUROPEAN UNION POLICIES ON THE MANAGEMENT OF REFERENCE MATERIALS SPECIFIC TO FOOD ENGINEERING</b> Floarea SERBANCEA, Nastasia BELC, Ovidiu MARCULESCU, Augustin SEMENESCU, Aurelia STANESCU, Valentin LAZAR</p> <p><b>ASSESSING THE EFFICIENCY OF THE ROMANIAN CONSTRUCTION INDUSTRY COMPANIES BASED ON DATA ENVELOPMENT ANALYSIS</b> Ciprian CRISTEA, Maria CRISTEA, Carmen-Elena STOENOIU, Iulian BIROU, Florica Mioara ȘERBAN</p> <p><b>RESEARCH REGARDING TELEWORK AND ITS IMPACT ON THE EMPLOYEE AND THE ORGANIZATION</b> Violeta FIRESCU, Mirabela Luciana GAȘPAR</p> <p><b>IMPLEMENTATION OF LEAN METHODOLOGY IN SALES</b> Camelia Ioana UCENIC, Claudiu Ioan RATIU</p> <p><b>STUDY REGARDING THE INCREASE OF LEAN COMPETENCE IN AN ORGANIZATION</b> Camelia Ioana UCENIC</p> <p><b>STUDIES AND RESEARCH REGARDING THE ONLINE MARKETING AND THE RELATED CONSUMER BEHAVIOR</b> Carmen Maria MURESAN</p>

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## ROOM B – GLOBALIZATION AND INTERNATIONALIZATION IN EDUCATION AND MEDICAL SERVICES: THEORETICAL, STRATEGIC AND MANAGEMENT PERSPECTIVES

Join Zoom Meeting (18.09.2020)

<https://us02web.zoom.us/j/84715040136?pwd=YVRJTm1tMCtYSWRGR2pCbmx4K243QT09>

Meeting ID: 847 1504 0136 Passcode: 783715

<b>Session 1</b> 9.00-11.00	<p><b>CHAIR: Liviu Onoriu MARIAN</b></p> <p><b>STUDY ON THE GLOBALIZATION OF INFORMATION IN THE ONLINE EDUCATIONAL ENVIRONMENT DURING THE COVID-19 PANDEMIC</b> Mihaela Laura BRATU, Lucian-Ionel CIOCA</p> <p><b>VIRTUAL EDUCATION, A CHALLENGE FOR THE MANAGEMENT OF THE ROMANIAN UNIVERSITIES</b> Eduard EDELHAUSER, Lucian LUPU DIMA</p> <p><b>GLOBALIZATION AND THE TOTAL QUALITY MANAGEMENT IN DEVELOPING SOFTWARE SOLUTION FOR APPAREL INDUSTRY</b> Ana-Maria APETREI (Married GULEI)</p> <p><b>MEASURING THE PERFORMANCE OF THE NONPROFIT ORGANIZATION: THE MANAGERIAL RELEVANCE OF THE SOCIAL RETURN ON INVESTMENT FOR MULTI-PROJECT ENVIRONMENTS</b> Ibrian CĂRĂMIDARU, Andreea IONICĂ, Monica LEBA</p> <p><b>THEORETICAL RESEARCH ON THE EVOLUTION OF JOB EVALUATION METHODS</b> Corneliu AXENTE, Costache RUSU</p> <p><b>CRITICAL ANALYSIS ON THE MANAGEMENT OF THE MEDICAL SERVICE IN THE ROMANIAN HEALTH SYSTEM, IN THE CONTEXT OF THE COVID-19 PANDEMIC</b> Olga-Mihaela DOROBANȚU, Liviu O. MARIAN, Ioana BLAGA, Aurora POPA, Horia RADU</p> <p><b>CASE STUDY ON MANAGEMENT RISK MANAGEMENT IN A PUBLIC HOSPITAL IN ROMANIA</b> Aurora Maria POPA, Liviu Onoriu MARIAN, Ioana BLAGA, Olga DOROBANȚU, Claudia CHIBELEAN</p> <p><b>DIGITAL EDUCATION – A CRITICAL ANALYZE OF WEB APPLICATIONS</b> Dorian UNGURAȘ</p>
11.00-11.30	Coffee break
<b>Session 2</b> 11.30-13.30	<p><b>CHAIR: Lucian Ionel CIOCA</b></p> <p><b>RESEARCH ON THE MANAGEMENT OF THE COMMUNICATION PROCESS IN PRE-UNIVERSITY EDUCATION INSTITUTIONS</b> Nicoleta SLABU, Mihaela Luminita LUPU</p> <p><b>A CONCEPTUAL COMPARISON BETWEEN THE HOLONIC MANAGEMENT SYSTEM AND THE HARZBURG MANAGEMENT MODEL</b> Georgiana ANDRONIC, Dănuț DUMITRAȘCU</p> <p><b>ENGAGING CREATIVE THINKING TECHNIQUES TO SUPPORT STUDENTS IN HIGHER EDUCATION</b> Andra DIACONESCU, Gabriela PROSTEAN, Dana ATANASESCU, Andrea REISZ</p> <p><b>RESEARCH ON HUMAN RESOURCES MANAGEMENT IN PROJECTS CARRIED OUT IN HIGHER EDUCATION INSTITUTIONS IN ROMANIA</b> Monica JIDOI (TOPLICEAN), Mihaela Luminita LUPU</p> <p><b>THE PARADOX OF THE RELATIONSHIP BETWEEN DECISION-MAKING AUTONOMY AND QUALITY ASSURANCE OF EDUCATION</b> Liliana AIOANEI</p> <p><b>MANAGEMENT OF MEDICAL DEVICES – A NOVEL APPROACH TO MODELLING DEMAND AND CAPACITY</b> Mihaela BARDAN</p> <p><b>APPROACHING THE STUDENT ENTREPRENEURSHIP IN ROMANIA FROM A GENERATIONAL PERSPECTIVE</b> Mircea Teodor POP, Delia Marcela POP</p>

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13.30-14.30	Lunch
<p><b>Session 3</b> 14.30-16.30</p>	<p><b>CHAIR: Gabriela LOBONȚIU</b></p> <p><b>USING CRITICAL PATH METHODS IN THE MANAGEMENT OF RETROFITTING PROJECTS. CASE STUDY</b> Florin BLAGA, Alin POP, Vochita HULE, Gabriel-Ioan VAȘ, Petru POP</p> <p><b>ISSUES, COMMON ERRORS AND BARRIERS TO THE DEVELOPMENT OF AGILITY IN AN ORGANIZATIONAL CONTEXT</b> Letiția C. LUCESCU, Silvia AVASILCĂI</p> <p><b>RISK ASSESSMENT OF THE DECISION IN REGARDS OF CORONA VIRUS IN ROMANIA</b> George MUNTEAN, Gabriela PROSTEAN</p> <p><b>A STRUCTURED FRAMEWORK FOR INTERNATIONAL PROJECT MANAGEMENT COMMUNICATION RELATED RISKS IN A COVID-19 PERSPECTIVE</b> Roxana SANTA</p> <p><b>GAME THEORY IN DECISION MANAGEMENT</b> Cătălin DUMITRESCU, Marius MINEA, Augustin SEMENESCU, Ionuț-Cosmin CHIVA</p> <p><b>SOME MANAGEMENT'S ASPECTS REGARDING BALL BEARINGS MINIMIZING SCRAP</b> Constantin TORCĂTORU, Dan SĂVESCU</p> <p><b>THE EVOLUTION TOWARDS HOLISTIC MARKETING, A SOLUTION FOR ETHICAL CONSUMERISM</b> Andreea Mihaela AGACHE GARBONI, Monica IZVERCIAN, Bogdan BUNGARDI, Larisa IVAȘCU</p> <p><b>IDENTIFYING STUDENT INTERNSHIP RISKS USING THE QUESTIONNAIRE METHOD</b> Anca-Vasilica MATEUCA (DORNEANU), Dana Elena MORAR</p>
16.30-17.00	Coffee break
<p><b>Session 4</b> 17.00-19.00</p>	<p><b>CHAIR: Mircea POP</b></p> <p><b>GLOBALIZATION AND THE ACCEPTANCE OF NEW TECHNOLOGIES IN OUR LIVES AND IN ORGANIZATIONS</b> Violeta FIRESCU, Ioan CRUCIANU, Mirabela Luciana GAȘPAR</p> <p><b>THE HARZBURG MANAGEMENT MODEL- A CATALYST FOR INTRAPRENEURSHIP</b> Georgiana ANDRONIC, Dănuț DUMITRAȘCU</p> <p><b>MANAGEMENT CHALLENGES AND LESSONS LEARNT IN THE HEALTHCARE SYSTEM GENERATED BY THE PANDEMIC GLOBAL CRISIS</b> Claudiu ABRUDAN, Alin FETTI, Lucia NICULA, Vlad PUIA, Paul BARU</p> <p><b>ASPECTS REGARDING THE EVOLUTION EXPECTATIONS OF THE HEALTHCARE SYSTEM AFTER THE GLOBAL PANDEMIC CRISIS OF 2020</b> Lucia NICULA, Claudiu Ioan ABRUDAN, Alin FETTI, Vlad PUIA, Paul BARU</p> <p><b>EDUCATIONAL MANAGEMENT CHALLENGES AT THE CLUJ MEDICAL UNIVERSITY DURING GLOBAL HEALTHCARE CRISIS</b> Alin FETTI, Vlad PUIA, Lucia NICULA, Claudiu ABRUDAN, Paul BARU</p> <p><b>IMPROVING THE QUALITY OF TECHNICAL HIGHER EDUCATION IN SATU MARE FROM THE STUDENTS' PERSPECTIVE ATTENDING THE TUC-N BRANCH</b> Călin Ciprian OȚEL, Carmen Gabriela BĂCILĂ</p> <p><b>RESEARCHES CONCERNING THE INSERTION OF THE STUDENTS AND GRADUATES FROM THE FIELD OF "ENGINEERING" THROUGH THE JOB FAIR</b> Călin Ciprian OȚEL</p> <p><b>COMPARATIVE STUDY REGARDING STUDENTS' PERCEPTION ON EDUCATIONAL SERVICES PROVIDED BY INTERNATIONAL UNIVERSITIES</b> Georgiana Simona OPREA, Roxana Carmen CORDOȘ, Adriana Mirela SAVA</p>

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## ROOM C – MANAGEMENT ACROSS CULTURES: CHALLENGES AND STRATEGIES

Join Zoom Meeting (18.09.2020)

<https://zoom.us/j/93173219029?pwd=Nm90WlVDVEZ0c1VzTVdkRHRHNUJLdz09>

Meeting ID: 931 7321 9029

Passcode: 771177

<b>Session 1</b> 9.00-11.00	<b>CHAIR: Silvia AVASILCĂ</b> <b>IDENTIFYING SMARTPHONE CONSUMER PREFERENCES IN A CHANGING TECHNOLOGY</b> Arik SADEH <b>ICT EVOLUTION IN EASTERN EUROPE COUNTRIES</b> Carmen-Elena STOENOIU, Ciprian CRISTEA, Florica Mioara SERBAN <b>QUICK MARCH OF HUMANITY TO A GLOBAL SOCIETY. WHAT CAN THE MAIN WORLD'S RELIGIONS PROVIDE FOR ATTAINING A FAIR STATE?</b> Remus LUNGU, Florin LUNGU, Sorin ŞUTEU <b>PUBLIC OPINION AND PUBLIC FOREST MANAGEMENT POLICIES IN THE CONTEXT OF COVID-19</b> Iulian Alexandru BRATU, Lucian DINCĂ <b>REGIONAL DEVELOPMENT THROUGH CLUSTERS</b> Alina Natalia POP <b>IMPROVING STRATEGIC MANAGEMENT IN BUSINESS FIXED CAPITAL INVESTMENT</b> Catalin DROB, Valentin ZICHIL <b>USING CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM TO IMPROVE ORGANIZATIONAL PERFORMANCE – EXPLORATORY STUDY ON ROMANIAN SMES</b> Mihaela-Rodica GANCIU, Dana Corina DESELCU, Georgiana MOICEANU, Valentin-Andrei MĂNESCU, Gheorghe MILITARU
11.00-11.30	<b>Coffee break</b>
<b>Session 2</b> 11.30-13.30	<b>CHAIR: Monica IZVERCIAN</b> <b>COMPETITIVE INTELLIGENCE THROUGH SENTIMENT ANALYSIS</b> Mihnea Andrei CALIN, Adina ENACHE, Diana FLOREA, Gheorghe MILITARU <b>THE INFLUENCE OF THE FINANCIAL-ACCOUNTING PROCESS ON THE PERFORMANCE OF THE ORGANIZATIONS IN THE FIELD OF SERVICES</b> Andreea BARBU, Gheorghe MILITARU, Ionuț Cătălin SAVU <b>BRIEF RESEARCH OF THE NATURAL CRISIS-MANAGEMENT APPROACH IN THE INTERNATIONAL TECH-COMPANIES</b> Adina-Alexandra BRETAN <b>SADT MODELING OF A CULTURAL PROJECT</b> Claudia CHIBELEAN, Liviu MARIAN, Aurora POPA <b>RESEARCH ON THE SUPPLY OF HUMAN RESOURCES WITH SPECIAL NEEDS AND IMPACT ON THE LABOUR MARKET</b> Mariana CIOBANU (COJOCARU), Mihaela Luminița LUPU <b>DETERMINANT FACTORS OF THE PRIVATE EQUITY AND VENTURE CAPITAL INVESTMENTS IN CENTRAL AND EASTERN EUROPE</b> Laura-Nicoleta COVACIU <b>MANAGERIAL CHALLENGES REGARDING THE PROVIDING OF ESSENTIAL SERVICES WITHIN THE INSECURITY GLOBALIZATION CONTEXT</b> Dorel BADEA, Olga Maria Cristina BUCOVETCHI, Dumitru IANCU, Gabriel MĂNESCU, Ramona GIUREA
13.30-14.30	<b>Lunch</b>

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## ROOM C – MANAGEMENT ACROSS CULTURES: CHALLENGES AND STRATEGIES

<b>Session 3</b> 14.30-16.30	<b>CHAIR: Gabriela PROȘTEAN</b>  <b>DIGITAL LABOR IN THE CONTEXT OF GLOBALIZATION</b> Corina Maria RUSU, Silviu Ilie SĂPLĂCAN, Ramona LILE  <b>COMMUNICATION BETWEEN SUPPLIERS OF GOODS, SERVICES AND CONSUMERS IN THE FIELD OF ELECTRONIC COMMERCE IN TERMS OF CONSUMER PROTECTION</b> Mircea Dan RADU  <b>ORGANIZATIONAL AND FINANCIAL PERSPECTIVES IN THE CURRENT CONTEXT OF GLOBALIZATION</b> Sorina Anamaria CIPLEA, Andreea MIRCEA, Elena Carmen STOENOIU  <b>ANALYSIS OF THE ECONOMIC PERFORMANCE OF THE COUNTRIES IN EUROPE</b> Carmen-Elena STOENOIU, Florica Mioara SERBAN, Ciprian CRISTEA  <b>INTERNATIONAL MIGRATION - A CHALLENGE: A GAIN OR A PROBLEM?</b> Costache RUSU, Bogdan BOLOGA  <b>BLOCKCHAIN TECHNOLOGY AND MACHINE LEARNING ALGORITHMS FOR A NEW MANAGEMENT APPROACH IN THE CONTEXT OF BIG DATA FOR AVIATION INDUSTRY</b> Alexandru Gabriel ANDREI, Mihaela Luminita COSTEA, Raluca BĂLASA, Augustin SEMENESCU  <b>ASPECTS REGARDING THE MANAGEMENT OF THE DESIGN AND TESTING OF A NATURAL GAS MEASURING DEVICE</b> Paul Emil ILEA, Dan SĂVESCU, Augustin STOICA
16.30-17.00	<b>Coffee break</b>
<b>Session 4</b> 17.00-19.00	<b>CHAIR: Eduard EDELHAUSER</b>  <b>PERFORMANCE INCREASING STUDIES WITHIN THE VALUE CHAIN STAGES IN THE OIL INDUSTRY</b> Vasile VARGA, Ioan Simion DAN, Florin LUNGU  <b>ANALYSIS OF EUROPEAN UNION IMPLICATION IN ENTREPRENEURSHIP PROMOTION BY MEANS OF THE SUPPORT NETWORKS</b> Ioana-Alexandra NĂSTĂSOIU, Mihaela Ovidia SAGAU  <b>ACHIEVING RESILIENCE WITHIN COMMUNITIES THROUGH LOCAL CURRENCIES</b> Sorin POP, Gabriela LOBONȚIU, Oliviu MATEI, Mircea LOBONȚIU  <b>INTERNET OF THINGS IN INDUSTRIAL LOGISTIC PROCESSES</b> Florin LUNGU, Mircea TEODORESCU  <b>AN OVERVIEW ON THE IMPORTANCE OF SUSTAINABILITY AND THE ENVIRONMENT</b> Carmen Gabriela BĂCILĂ, Călin Ciprian OȚEL  <b>PRACTICAL RESEARCH ON THE IMPLICATIONS OF THE START-UP NATION PROGRAM</b> Roxana C. CORDOS, Cosmina D. VALCU  <b>STUDIES WITH RESPECT TO THE IMPACT OF THE START-UP NATION PROGRAM</b> Roxana C. CORDOS, Cosmina D. VALCU