

Review of Management and Economic Engineering
6th International Management Conference:

Performance Management or Management Performance?

Past conferences

RMEE2016
RMEE2014
RMEE2011
RMEE2010

Were included in

ISI Web of Knowledge™

20th-22nd Sept. 2018, Technical University of Cluj-Napoca, Romania

CONFERENCE PROGRAM

20th of September, 2018 – Technical University of Cluj-Napoca

15.00-17.00	Registration – C. Daicoviciu Street 15, first floor
17.00-18.30	Official Opening - Technical University Of Cluj-Napoca, Aula „Alexandru Domsa” – C. Daicoviciu Street 15, first floor
19.00	Cocktail – <i>Restaurant Casa Universitarilor (Piramida)</i>

21 September, 2018 – Hotel Univers T

9.00-11.00	Benefits and Concerns of Performance Management Session 1	Performance Management: Guidelines and Practices Session 1	New Challenges in Performance Management Session 1
11.00-11.30	Coffee break		
11.30-13.30	Benefits and Concerns of Performance Management Session 2	Performance Management: Guidelines and Practices Session 2	New Challenges in Performance Management Session 2
13.30-14.30	Lunch		
14.30-16:30	Benefits and Concerns of Performance Management Session 3	Performance Management: Guidelines and Practices Session 3	New Challenges in Performance Management Session 3
16.30-17.00	Coffee break		
17.00-19:00	Benefits and Concerns of Performance Management Session 4	Performance Management: Guidelines and Practices Session 4	New Challenges in Performance Management Session 4
19:30	Cocktail – <i>Restaurantul "Hanul Dacilor", Iulius Mall</i>		

PRELIMINARY PROGRAM OF THE PRESENTATIONS

based on presence confirmation, subject to updating

ROOM A – BENEFITS AND CONCERNS OF PERFORMANCE MANAGEMENT

Session 1 09.00-11.00	CHAIR: Dan MIRICESCU An analytic hierarchy process approach for the concrete batching plant selection Ciprian CRISTEA, Maria CRISTEA, Iulian BIROU, Claudia ONACA, Florica ȘERBAN The effect of financial leverage on dividend policy: evidence from an emerging market Ciprian CRISTEA, Carmen-Elena STOENOIU, Maria CRISTEA, Iulian BIROU, Florica ȘERBAN Intentionality and reality concerning the involvement of professional associations in the sectoral performance management Dorel BADEA, Dumitru IANCU, Marian COMAN, Olga BUCOVEȚCHI The influence of interrupting the functioning of stopes upon labour planned rate Ioan Nicolae TIUZBAIAN Analysis of the particularities of the logistics market from South-East Europe Dan MIRICESCU, Thomas MOSER, Dănuț DUMITRAȘCU Current approaches to the orientation towards requirements in the development of educational spaces and environment. Site usage requirements Laura Andrada BACALI, Ligia Maria NAN, Elena Simina LAKATOS Streamline the banqueting sector of the hospitality industry Gabriela PASCA PASCARIU, Gavrilă CALEFARIU, Bogdan ARSENE The impact of organizational culture on safety in modern aeronautical organizations in the context of performance variability Valentin-Marian IORDACHE, Sorin Eugen ZAHARIA, Casandra Venera PIETREANU
11.00-11.30	Coffee break
Session 2 11.30-13.30	CHAIR: Anca Alexandra PURCĂREA Benchmarking - improving performance in industrial SMEs Cristina FENISER, Ken BROWN, Arik SADEH, Florin LUNGU, Gheorghe BURZ Management of historical building rehabilitation Dorina SUCALĂ, Sorina Anamaria CIPLEA, Ilie-Nicolae SUCALĂ Research on key factors impacting the performance of organizational innovation – pilot study on Romanian enterprises Bogdan FLEACĂ, Elena FLEACĂ, Mihai COROCĂESCU Could be performance management a solution for an economic recovery of the deindustrialized area Eduard EDELHAUSER, Lucian LUPU DIMA, Corina CORBU Communication within managerial culture Cristina CÎRTIȚĂ-BUZOIANU, Valentin ZICHIL, Cătălin DROB The factors that affect the process of integration and application of the ICT program in the Arab education system in Israel Habib Allah SOLEMAN Scientific research dedicated to the intellectual property protection Mihail Aurel ȚÎȚU, Alina Bianca POP, Gheorghe Ioan POP, Ștefan ȚÎȚU Radiography of pension systems in Central and Eastern Europe Ovidiu-Mihai VĂSUȚ, Ioana-Cristina SECHEL
13.30-14.30	Lunch

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

ROOM A – BENEFITS AND CONCERNS OF PERFORMANCE MANAGEMENT

<p>Session 3 14.30-16.30</p>	<p>CHAIR: Dan CÂNDEA</p> <p>Improving products and services using online communication tools and social media Olivia Doina NEGOIȚĂ, Anca Alexandra PURCĂREA, Mirona Ana-Maria POPESCU, Maria Simona GHEORGHE</p> <p>Employees' performance management as a quality target – a case study in a software company Violeta FIRESCU, Mirabela Luciana GAȘPAR</p> <p>Neuro-linguistic programming and management performance Melania GHERASIM, Adrian PISLA</p> <p>Management impact on managerial performance Carmen Elena STOENOIU, Sorina Anamaria CIPLEA</p> <p>Ulam-hyers stability of fredholm-volterra integral equation from economic theory Nicolai LUNGU, Sorina Anamaria CIPLEA</p> <p>The evolution of online commerce on the internal and international market Sorina Anamaria CIPLEA, Dorina SUCALĂ</p> <p>Importance of brand performance measurement – evidence from Romanian companies Adriana Mirela SAVA</p>
<p>16.30-17.00</p>	<p align="center">Coffee break</p>
<p>Session 4 17.00-19.00</p>	<p>CHAIR: Costache RUSU</p> <p>Research on changes related to the implementation of new products Andreea-Mădălina MIHĂILĂ, Costache RUSU</p> <p>Assessing managers' competencies of great leaders Costache RUSU, Christiana Brigitte SANDU, Elisabeta JABA</p> <p>Performance assessment and the analysis of its influencing factors in Romanian universities by using Malmquist DEA: A case study Gabriela Vica OLARIU, Stelian BRAD</p> <p>Improving performance by reducing human involvement in managing online stores Valentin-Andrei MĂNESCU, Gheorghe MILITARU, Dragoș-Georgian ILIE</p> <p>Managing ecommerce physical products inventory by making ecommerce platforms communicating together Valentin-Andrei MĂNESCU, Gheorghe MILITARU, Dragoș-Georgian ILIE</p> <p>Different gender-based leadership styles in education sector in Israel Janan TRODY, Nazeer RABAH</p> <p>Education effect on promotion in the Israeli Electric Corporation Yaron BARUCH</p> <p>Sustainable industrial development Carmen Gabriela BĂCILĂ, Ioan Simion DAN</p>

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

ROOM B – PERFORMANCE MANAGEMENT: GUIDELINES AND PRACTICES

<p>Session 1 9.00-11.00</p>	<p>CHAIR: Gabriela PROȘTEAN</p> <p>Behind making decisions: an overview regarding Romanian managers Cătălin DROB, Valentin ZICHIL, Cristina CÎRTIȚĂ - BUZOIANU</p> <p>Studying students' perceptions of e-learning – pre-condition for increasing the performance of educational management Bogdan RUSU, Mihaela Brindușa TUDOSE</p> <p>The implication of psychological processes in managerial decision making Ionuț-Dacian CEHAN</p> <p>Bibliographic study on the work productivity measurement in public administration Silviea CREȚU, Luminița - Mihaela LUPU</p> <p>The performance management process – a necessity in the success of a business redesign program Mihaela GHICAJANU</p> <p>Occupational health and safety risk management Ioan-Florin OARGĂ, Ioan-Tudor OARGĂ</p> <p>Romanian business - between morality and legality Anica IANCU, Luminița POPESCU, Tomita VASILE, Virgil POPESCU</p> <p>Assisted analysis of some special cases of the transportation problem Ovidiu BLĂJINĂ</p>
<p>11.00-11.30</p>	<p align="center">Coffee break</p>
<p>Session 2 11.30-13.30</p>	<p>CHAIR: Eduard EDELHAUSER</p> <p>Benchmarking e-learning in higher education: measuring valued activities or valuing measured activities Ken BROWN, Cristina FENIȘER, Vic LALLY</p> <p>Agricultural land management using drones Oliviu Mihnea GĂMULESCU, Sebastian Daniel ROȘCA, Monica LEBA, Andreea IONICĂ</p> <p>Managerial practice facing the demands of religious morality. Are the latter a limiting factor or a leading to performance one? Remus LUNGU, Florin LUNGU, Sorin ȘUTEU</p> <p>The influence of product placement in buying decision Raul AMBRUS, Monica IZVERCIAN, Larisa IVASCU, Monica BĂLAN, Alin ARTENE, Eugen DOGARIU</p> <p>Sustainable eco design in the context of circular economy in Romania Raul AMBRUS, Monica IZVERCIAN, Alin ARTENE, Larisa IVASCU, Eugen DOGARIU</p> <p>The approach of the innovation from a generational perspective Mircea POP, Delia POP</p> <p>Performance management and ethics in organizations Roxana C. CORDOȘ, Bogdan Lucian BLAGA</p> <p>Designing a toolkit for process improvement in an engineering services start-up Diana DRAGOMIR, Emilia CÂMPEAN, Grigore POP, Mihai DRAGOMIR, Ivan AMBROS</p>
<p>13.30-14.30</p>	<p align="center">Lunch</p>

PRELIMINARY PROGRAM OF THE PRESENTATIONS

based on presence confirmation, subject to updating

ROOM B – PERFORMANCE MANAGEMENT: GUIDELINES AND PRACTICES

Session 3 14.30-16.30	CHAIR: Monica IZVERCIAN Services offered by the medicine suppliers from the pharmacist's point of view Victor Alexandru GAVRILAȘ, Liviu Onoriu MARIAN, Karam AL-AKEL Performance management or management performance at the chamber of commerce in Mureș county Anca Mihaela GIURGIU, Liviu Onoriu MARIAN Application for certification as a social enterprise in Romania: assessment of the administrative process Oana Bianca BERCEA, Laura BACALI, Elena Simina LAKATOS, Laura Andrada BACALI, Roxana Lavinia POTRA Fiscal management from the perspective of practical approaching of fiscal equity Raul Florentin DRENTA, Vasile BÎRLE The relationship between the experience of parentless and the functioning of adolescents, and the connection to risk behaviors Fedaa KIEDAN, Rana KHALIL The mediating role of the policy of rewarding creative employees on the relationship between the personal innovation potential and organizational innovation. Evidence from Romania Andreea BARBU, Gheorghe MILITARU, Bogdan FLEACĂ, Mihai COROCĂESCU The methodology of the performance measurement based on the analysis of processes in higher education Gabriela Vica OLARIU, Stelian BRAD, Mircea FULEA
16.30-17.00	Coffee break
Session 4 17.00-19.00	CHAIR: Liviu Onoriu MARIAN Convergence of labour productivity indicators, an important element in performance management Cristian Carol LANG, Stelian BRAD Eliminating the limits in decision making using the advantages of mediation as an alternative way to resolve conflicts Cristian Carol LANG, Stelian BRAD Increasing the quality of technical higher education in Satu Mare from the perspective of the teaching staff working at the TUC-N branch Călin Ciprian OȚEL, Lucian LĂZĂRESCU, Vlad MUREȘAN, Dorel BADEA, Mihaela BUCUR Researches regarding the perception of students and professors concerning the field of "engineering" Călin Ciprian OȚEL, Florin LUNGU, Ioan Ovidiu COSTIN Ergonomic criteria in the optimization of assembly processes Marcin BUTLEWSKI, Wiktoria CZERNECKA, Anna PAJZERT, Michalina RADZIEJEWSKA, Marcin SUSZYŃSKI, Cristina FENISER Increasing performance through cost management Carmen Elena STOENOIU Management and insurance of the therapeutic systems in shelters for the prevention of violence in the state of Israel BOUSHARA WAKED NAJAR The entrepreneurial project - instrument for measuring the performance or the performance of economist engineers? Liliana Doina MĂGDOIU, Ioan Constantin RADA, Ioana Carmen RADA

PRELIMINARY PROGRAM OF THE PRESENTATIONS

based on presence confirmation, subject to updating

ROOM C – NEW CHALLENGES IN PERFORMANCE MANAGEMENT

<p>Session 1 9.00-11.00</p>	<p>CHAIR: Anca DRĂGHICI</p> <p>Does it matter in the nexus between international trade and economic performance? Hui Shan LEE, Yhing Yee GOH, Shyue Chuan CHONG, Bik Kai SIA</p> <p>Poka Yoke application synthesis in manufacturing engineering Ion Cosmin GHERGHEA, Constantin BUNGĂU</p> <p>Supply chain “Leagility” through adopting consignment stock strategy in manufacturing companies Monica FAUR, Constantin BUNGĂU</p> <p>A study on creative entrepreneurs training needs assessment Vlad MIHAESCU, Anca DRĂGHICI, Larisa IVASCU</p> <p>A propose approach for strategic performance management for public administration organizations Titu-Mugur VELISCU, Andreea Cristina BEJINARIU, Iudit BERE-SEMEREDI, Anca DRĂGHICI</p> <p>Quality function deployment for a Romanian company Camelia Ioana UCENIC</p> <p>Defining the voice of customer through Gemba Camelia Ioana UCENIC</p> <p>Modern computer games and their risk to teenagers Mhana KHATIB</p>
<p>11.00-11.30</p>	<p>Coffee break</p>
<p>Session 2 11.30-13.30</p>	<p>CHAIR: Andreea IONICĂ</p> <p>New ergonomics approaches – opportunities for increasing Romanian organizations’ performance Violeta FIRESCU</p> <p>The implementation of fuzzy-based techniques methods in the competency based process of human resources selection Florin BLAGA, Delia POP</p> <p>Implementation of methods based on fuzzy techniques in the process of human resources recruitment Florin BLAGA, Delia POP</p> <p>Methodology for designing the layout for an assembly line to the automotive industry using the lean concept Alin GAVRILUȚĂ, Eduard NIȚU, Ana GAVRILUȚĂ, Nadia BELU, Alin RIZEA</p> <p>Designing a layout for an assembly line used in the automotive industry Alin GAVRILUȚĂ, Eduard NIȚU, Ana GAVRILUȚĂ, Alin RIZEA, Daniel ANGHEL, Nadia BELU</p> <p>The relaunching of fairs and exhibitions in the industrial marketing and adapting to the industry 4.0. Szilárd SZÉKELY, Lucian-Ionel CIOCA, Adriana BENEDEK, Ildikó SIMÓ</p> <p>Extended α algorithm to improve business process in healthcare Maha ZAYOUD, Soraia OUEIDA, Yehia KOTB, Sorin IONESCU, Gheorghe MILITARU</p> <p>Studies and research regarding the marketing strategy of an online sales brand Carmen Maria MURESAN</p>
<p>13.30-14.30</p>	<p>Lunch</p>

PRELIMINARY PROGRAM OF THE PRESENTATIONS

based on presence confirmation, subject to updating

ROOM C – NEW CHALLENGES IN PERFORMANCE MANAGEMENT

Session 3 14.30-16.30	<p>CHAIR: Constantin BUNGĂU</p> <p>DMAIC importance and effectiveness in continuous improvement mindset Karam AL-AKEL, Cristina VERES (HAREA), Victor GAVRILAȘ, Liviu Onoriu MARIAN</p> <p>Industry 4.0 implementation model: taking steps towards digitization Cristina VERES (HAREA), Liviu Onoriu MARIAN, Sorina MOICA, Karam AL-AKEL, Diana HOSU</p> <p>A critical analysis regarding modeling and simulating the future Air Traffic Flow and Capacity Management problems Part 1: Route Challenges Adrian MURARU, Mircea BOSCOIANU, Andrei LUCHIAN</p> <p>A critical analysis regarding modeling and simulating the future Air Traffic Flow and Capacity Management problems Part 2: Airport Challenges Adrian MURARU, Mircea BOSCOIANU, Andrei LUCHIAN</p> <p>Applying a performance management by eliminating a post blocker Ancuța BĂLTEANU, Monica BĂLDEA</p> <p>Possibilities of increasing the efficiency of the production operational management by using modern versions of CAD/CAM systems Florian BUȘE, Gheorghe Florin BUȘE, Sorin Iuliu MANGU, Ioan Nicolae TIUZBAIAN</p> <p>New trends in airport management Sorin Eugen ZAHARIA, Casandra Venera PIETREANU</p> <p>From customer needs to customer satisfaction: the fast way Șerban MICLEA, Adrian PUGNA</p>
16.30-17.00	Coffee break
Session 4 17.00-19.00	<p>CHAIR: Silvia AVASILCĂI</p> <p>Balancing contrasting approaches to develop an online community: the case of CRE@TIVE.BIZ Neculai BAGIU, Silvia AVASILCĂI, Lidia Elena ALEXA, Marius PÎSLARU</p> <p>Being a keystone within electromobility ecosystem: key features and competitive behaviors Elena GALAȚEANU (AVRAM), Silvia AVASILCĂI, Adriana BUJOR</p> <p>Creative ecosystems model innovation via crowdsourcing modules Adriana BUJOR, Silvia AVASILCĂI, Elena GALATEANU (AVRAM)</p> <p>Management of reading process and data processing on gas consumption Costel Ieremie BREBAN, Nicolae Stelian UNGUREANU</p> <p>Agile innovation and business model agility within enterprise systems Alexandru MARIN, Narcisa Melania TĂNASE, Mihaela (Caramihai) GUDA, Laura Florentina BOANȚĂ, Anca Alexandra PURCĂREA</p> <p>Knowledge transfer for renewable energy projects Andra DIACONESCU, Gabriela PROȘTEAN, Matei TĂMĂȘILĂ, Adrian VARTOSU</p> <p>Study on developing the managerial strategy aimed at implementing the change in architectural space Raluca Alexandra CEOCEA</p> <p>Features of quality management in health care, a diabetes profiled medical institution in Romania: case study Carmen Maria MUREȘAN, Simona Diana ȘTEFAN, Vasilica CRISTESCU, Vlad NEGULESCU, Cristian SERAFINCEANU, Anca Pantea STOIAN</p>