

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

ROOM A - CRISIS MANAGEMENT SOLUTIONS

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

ROOM B - NEW CHALLENGES IN A TIME OF CRISIS

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

ROOM C - PERSPECTIVES ON ECONOMY IN A CRISIS CONTEXT

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