

**INTERNATIONAL CONFERENCE ON
BUSINESS AND ECONOMY**

*“Directions and Actions for
Building a Creative Economy”*

ICBE 2015

6th edition

Dear Colleagues,

It is our pleasure to inform you of a forthcoming international conference which is going to be held in Constanta, at Spiru Haret University, Faculty of Accounting and Financial Management.

The 2015 conference will be patronized by the Embassy of The Hashemite Kingdom of Jordan in Bucharest and H.E. Ambassador Saker Malkawi, as a special event celebrating 50 years of Romanian Jordanian collaboration in the field of education.

Papers may cover topics in Management, Marketing, Regional Development, Accounting, Finance, Insurance, Risks and Social Sciences etc., bearing on the Conference theme.

The conference will take place from May, on the 8th and 9th in Constanta City and will cover the following thematic areas: Global Economic, Social and Political Issues, Management and Marketing, Economy and Regional Development, Accounting and Finance.

The objectives of the conference are aimed to encourage the sharing of expertise among the participants and establish a favourable climate for future collaborations and partnerships on various scientific projects.

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CONFERENCE PROGRAM

Section A Management and Marketing

Section B Accounting and Finance

Section C Economy and Regional Development

Section D Global Economic, Social and Political Issues

First Day: 8 May 2015

Time	Activity	Place
8.30–09.30	Conference Registration and coffee	“IBIS” Hotel Lobby
9.30–11.30	Opening Plenary Session	“Decebal” Conference Room
11.30–12.30	Discussions	“IBIS” Hotel Lobby
12.30–13.30	Lunch	“IBIS” Restaurant
13.30–15.30	Panel session	Section A – “Decebal” Conference Room
		Section B – “Traian” Conference Room
15.30–16.00	Coffee Break	“IBIS” Hotel Lobby
16.00–17.00	Panel session	Section C – “Decebal” Conference Room
		Section D – “Traian” Conference Room
17.00–19.00	Break time	
19.00	Welcome Reception	“IBIS” Restaurant

Second Day: 9 May 2015

Time	Activity	Place
9.30–10.00	Participants registration	“IBIS” Hotel Lobby
10.00	Visit and Goodbye Lunch	Romanian traditional place

Opening Plenary Session

9.30-12.30

“Decebal” Conference Room

Official Openings 2015 ICBE Business and Economy

Dr. Mihnea Claudiu DRUMEA, coordinating dean USH Constanta

Dr. Aurelian BONDREA, Rector of Spiru Haret University

Dr. Al Ghalayini MAHER, CEO of Al ISRA University, Jordan

Special Guests and Keynote speakers:

H.E. Dr. Saker MALKAWI Ambassador of Hashemite Kingdom of Jordan in Bucharest

Dr. Nabil EL NABER, Al ISRA University, Jordan and President of CCERPA in Amman

Dr. Bassam AL SHLOUL, Jordanian Alumni Club in Romania

Dr. Dirar KUTAINI, President of CCERPA in Bucharest

Dr. Carmen COSTEA, Vice-Rector of Spiru Haret University

Dr. Octav NEGURIȚĂ, Dean Faculty Accounting and Financial Management Constanta

HEALTH SYSTEM AND HEALTH REFORMS IN ROMANIA

Dr. Dirar KUTAINI

CCERPA in Bucharest, Romania

ADVANCES IN EDUCATION: PROMOTING SATISFACTION BY CREATIVE KNOWLEDGE TRANSFER

Larisa MIHOREANU

The Bucharest University of Economic Studies, Romania

Aurelian A. BONDREA

Spiru Haret University, Romania

Carmen COSTEA

Spiru Haret University, Romania

Section A Topics: Management and Marketing

13.30-15.30

”Decebal” Conference Room

Chair: IULIANA PÂRVU, *Spiru Haret University, Romania*

1	<p>PERFORMANCE MANAGEMENT IN PUBLIC ORGANIZATIONS MIHAELA - LAVINIA CIOBĂNICĂ <i>Spiru Haret University, Romania</i></p>
2	<p>POSTMODERN PURCHASE DECISIONS: BETWEEN REAL NEEDS AND SOCIAL PRESSURES ROXANA DIANA CRUCEANU <i>Alma Mater University of Sibiu, Romania</i></p>
3	<p>CUSTOMER RELATIONSHIP MANAGEMENT: A SCIENTIFIC INTELLIGENT APPROACH MIHAELA IONESCU <i>The Bucharest University of Economic Studies, Romania</i></p>
4	<p>THE IMPACT OF INTANGIBLE ASSETS ON COMPANIES IN EMERGING MARKETS DRAGOȘ MIHAI IPATE IULIANA PÂRVU <i>Spiru Haret University, Romania</i></p>
5	<p>THE EDUCATION AND THE RESEARCH, PROMOTING FACTORS FOR THE CULTURE OF INNOVATION PAULA CORNELIA MITRAN <i>Spiru Haret University, Romania</i> GABRIELA MOHAN <i>National R&D Institute for Food Bioresources - IBA Bucharest, Romania</i></p>
6	<p>THE QUALITY OF THE HIGHER EDUCATION SYSTEM IN THE SOUTHEAST REGION OF ROMANIA BETWEEN 2009 AND 2014 GABRIELA NEACȘU DANIEL DĂNECI PĂTRĂU <i>Spiru Haret University, Romania</i></p>
7	<p>A MANAGERIAL APPROACH OF THE HIGHER EDUCATION – BUSINESS ENVIRONMENT PARTNERSHIPS IULIANA PÂRVU DRAGOȘ MIHAI IPATE <i>Spiru Haret University, Romania</i></p>
8	<p>INSERTION OF ROMANIAN HIGHER EDUCATION GRADUATES ON THE LABOR MARKET: LIMITATIONS AND CHALLENGES LAURA PATACHE <i>Spiru Haret University, Romania</i></p>
9	<p>DYNAMIC ASPECTS OF BRAND MANAGEMENT MAREK PRYMON <i>University of Environmental and Life Science, Wroclaw, Poland</i></p>

10	<p>LEADERSHIP VERSUS MANAGEMENT IN PUBLIC ORGANIZATIONS IONELA GABRIELA SOLOMON <i>National University of Political Studies and Public Administration, Romania</i></p> <p>CARMEN COSTEA <i>Spiru Haret University, Romania</i></p> <p>AUREL MIRCEA NIȚĂ <i>National University of Political Studies and Public Administration, Romania</i></p>
11	<p>DETERMINATION OF RISK FACTORS OF PRODUCTION WORK ACCIDENTS IN PORT OPERATING MIHAELA TUROF <i>Spiru Haret University, Romania</i></p>

Section B Topics: Accounting and Finance

13.30-15.30

“Traian” Conference Room

Chair: LIANA ELEFTERIE, *Spiru Haret University, Romania*

1	ACCOUNTING MODELS FOR THE EVALUATION OF RISKS AND UNCERTAINTIES. APPLICATIVE STUDY ON THE POSSIBILITIES TO COMBAT FINANCIAL ACCOUNTING RISKS IN ROMANIA MIHAELA BEBEȘELEA <i>Spiru Haret University, Romania</i>
2	THE MARSHALL-LERNER CONDITION ANALYSIS: A TURKEY CASE BİRGÜL CAMBAZOĞLU SEVCAN GÜNEŞ <i>Adnan Menderes University, Turkey</i>
3	THE RELATIONSHIP BETWEEN THE FOREIGN EXCHANGE RATE AND THE FOREIGN DIRECT INVESTMENT IN TURKEY BİRGÜL CAMBAZOĞLU SEVCAN GÜNEŞ <i>Adnan Menderes University, Turkey</i>
4	THE ROLE OF ACCOUNTING INFORMATION SYSTEM TO PREVENT THE FINANCIAL CRISES EXPERIENCED IN BUSINESSES MEHMET BURAK CERAN SADIFE GÜNGÖR SEVILAY KONYA <i>Selcuk University, Turkey</i>
5	INFORMATION TECHNOLOGY IMPACT ON THE AUDIT PROCESS LIANA ELEFTERIE GEORGIANA BADEA <i>Spiru Haret University, Romania</i>
6	GENERAL CONSIDERATIONS ON THE MEANING AND INTEREST OF PERFORMANCE MEASUREMENT CLAUDIA NICOLETA GUNI <i>Spiru Haret University, Romania</i>
7	IMPROVING BUSINESS BANKING - JOBS REDUCTION OR NPL OPTIMIZATION IONEL-EDUARD IONESCU OCTAV NEGURIȚĂ <i>Spiru Haret University, Romania</i>
8	RISK FACTORS FOR BANK FRAUD ARISING AS A RESULT OF MISSTATEMENTS RESULTING FROM MISAPPROPRIATION OF ASSETS OCTAV NEGURIȚĂ IONEL-EDUARD IONESCU <i>Spiru Haret University, Romania</i>

9	<p style="text-align: center;">THE CREATION OF THE VALUE GENERATED BY THE “COMPANY VISIT”: A THEORETICAL MODEL OF EVALUATION</p> <p style="text-align: center;">MASSIMO POLLIFRONI <i>University of Turin, Italy</i></p> <p style="text-align: center;">GHEORGHE MILITARU ADRIAN IOANA <i>University Politehnica of Bucharest, Romania</i></p>
10	<p style="text-align: center;">INSTRUMENTS OF CREDIT RISK MANAGEMENT</p> <p style="text-align: center;">NICOLETA DIANA ROȘIORU <i>Wales University, Romania</i></p>
11	<p style="text-align: center;">THE OPTION MARKETS – THEIR DEVELOPMENT AND IMPORTANCE</p> <p style="text-align: center;">CRISTINA SANDU <i>Spiru Haret University, Romania</i></p> <p style="text-align: center;">LUMINITA VANUT <i>The Agency for Financing Rural Investments – The Regional Center 2 South-East Constanta, Romania</i></p>
12	<p style="text-align: center;">THE ORGANIZATION OF THE CASH FLOWS IN ROMANIA</p> <p style="text-align: center;">LUCIANA SPINEANU-GEORGESCU ȘTEFAN MIHU <i>Spiru Haret University, Romania</i></p>
13	<p style="text-align: center;">METHODS OF MEASURING AND COMPARATIVE EVALUATION OF VAT GAP IN THE EU</p> <p style="text-align: center;">ADINA TRANDAFIR <i>Spiru Haret University, Romania</i></p>

Section C Topics: Economy and Regional Development

16.00-17.00

“Decebal” Conference Room

Chair: LAURA PATAACHE, *Spiru Haret University, Romania*

1	ENLARGEMENT STRATEGY UNDER THE NEW GLOBAL CHALLENGES VICTOR-ROMEO IONESCU <i>Danubius University, Romania</i>
2	MANAGING SUSTAINABILITY THROUGHOUT SUPPORTING ACTIVITIES ROXANA MIHAELA PIVODA <i>Spiru Haret University, Romania</i>
3	ASPECTS CONCERNING ENDOGENOUS GROWTH IN THE MACROECONOMIC THEORIES FLORINA POPA <i>Institute of National Economy, Romanian Academy, Romania</i>
4	THE ENHACEMENT OF CATTLE MEAT IN THE CONTEXT OF THE REGIONAL DEVELOPMENT STRATEGY FOR SOUTH-WEST OLTENIA ADRIAN VASILE VALENTIN-COSMIN SĂRĂCIN <i>The Bucharest University of Economic Studies, Romania</i> MARIAN-DANIEL USTUROI <i>Bucharest University of Agronomic Sciences and Veterinary Medicine, Romania</i>
5	ROMANIAN TOURISM BRAND: AN EXPLORATORY RESEARCH REGARDING THE DEVELOPMENT OF THE TOURISM SECTOR IN THE BRANDING PROCESS MARIAN-DANIEL USTUROI <i>Bucharest University of Agronomic Sciences and Veterinary Medicine, Romania</i> VALENTIN-COSMIN SĂRĂCIN ADRIAN VASILE <i>The Bucharest University of Economic Studies, Romania</i>

Section D Topics: Global Economic, Social and Political Issues

16.00-17.00

“Decebal” Conference Room

Chair: CAMELIA BOARCĂȘ, *Spiru Haret University, Romania*

1	SOME CONSIDERATIONS ON TEACHING SPOKEN ENGLISH IN AN ESP COURSE CAMELIA BOARCĂȘ <i>Spiru Haret University, Romania</i>
2	SEARCH ENGINES AND ETHICAL IMPLICATIONS CLAUDIU CHIRU <i>Spiru Haret University, Romania</i>
3	PREDICTION OF ENVIRONMENTAL TAXATION TRENDS IN ROMANIA, BULGARIA AND GREECE USING ARIMA MODEL CRISTINA STELIANA CIOTE <i>Spiru Haret University, Romania</i> SIMONA MAȘCU <i>The Bucharest Academy of Economic Studies, Romania</i> DANIEL LIPARĂ <i>Ovidius University, Constanta, Romania</i>
4	ENTREPRENEURIAL MOTIVATION AND PERFORMANCE OF THE ENTERPRISE MARIEM KCHAICH EP CHEDLI <i>The Bucharest University of Economic Studies, Romania</i>
5	THE OLD TESTAMENT CONTRACTS AND/V.S. THE NEW CIVIL LEGISLATIONS: THE PURCHASE AGREEMENT ANCA MAGIRU <i>Spiru Haret University, Romania</i> IONEL MAGIRU <i>Ovidius University, Constanta, Romania</i>