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INSTITUTE OF
INTERDISCIPLINARY STUDIES
IN HUMANITIES
AND SOCIAL SCIENCES



INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY

**“Steps towards Responsible Research
and Innovation in a Global Economy”**

PROGRAM

ICBE 2014

5TH edition

Dear Colleagues,

It is our pleasure to inform you of a forthcoming International Conference which is to be held in Constanta, Romania, over the period: 5th - 7th June 2014 and will cover 4 thematic areas: Accounting and Finance; Economy and Regional Development; Global Economic, Social and Political Issues and Management and Marketing.

The objectives of this conference are to encourage the sharing of expertise among the participants and to foster a climate favorable to future collaborations and partnerships on economic projects.

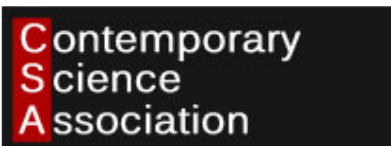
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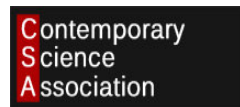
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and



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Irina **Tătaru**, student at Spiru Haret University, Romania
Andrei **Verișan**, student at Spiru Haret University, Romania

CONFERENCE AGENDA

Section A Accounting and Finance

Section B Management and Marketing

Section C Global Economic, Social and Political Issues

Section D Economy and Regional Development

First Day: **June 5, 2014**

| Time | Activity | Place |
|--------------|----------------------------|----------------------------|
| 9.30–10.00 | Participants' registration | IBIS Hotel lobby |
| 10.00–11.00 | Opening Plenary | Decebal & Traian room |
| 11.00–11.30 | Coffee Break | IBIS Hotel lobby |
| 11.30–14.00 | Panel session | Section A Decebal Room, |
| | | Section B Traian Room |
| 14.00–15.00 | Lunch | IBIS Restaurant |
| 15.00–16.30 | Panel session | Section C Decebal Room |
| | | Section D Traian Room |
| 16.30 -17.00 | Closing Plenary | Decebal & Traian room |
| 17.00–19.00 | Break time | |
| 19.00 | Welcome Reception | IBIS Restaurant |

Second Day: **June 6, 2014**

| Time | Activity | Place |
|-------|-------------------------|---------------------------------|
| 09.00 | Visit and Goodbye Lunch | sights tours in Dobrogea County |

IBIS HOTEL is located 39B – 41, Mircea cel Bătrân Street, Constanta City, Romania

Opening Plenary Session

10.00-11.00

Decebal & Traian room

Chair: Associate Prof. PhD Dragoş Mihai Ipate,
Dean of Faculty of Accounting and Financial Management Constanta,
Spiru Haret University, Romania

Official Opening of International Conference Business and Economy 2014

by

Associate Prof. PhD Dragoş Mihai Ipate,
Dean of Faculty of Accounting and Financial Management Constanta, Spiru
Haret University, Romania

Also in attendance:

Associate Prof. PhD. Liana Elefterie, Faculty of Accounting and Financial
Management Constanta, Spiru Haret University, Romania
Associate Prof. PhD. Claudiu Chiru, Faculty of Accounting and Financial
Management Constanta, Spiru Haret University, Romania

Keynote speakers:

Associate Prof. PhD. Liana Elefterie
THE INTERNAL AUDIT CONTRIBUTION TO THE GOVERNANCE OF
THE ENTITY

Co-authors:
GEORGIANA BADEA
LUCIANA SPINEANU-GEORGESCU
Faculty of Accounting and Financial Management Constanta, Spiru Haret
University, Romania

Associate Prof. PhD Claudiu Chiru
PRIVACY ON THE INTERNET IN THE DIGITAL ERA
Faculty of Accounting and Financial Management Constanta, Spiru Haret
University, Romania

Section A

Topics: Accounting and Finance

11.30-14.00, 05 June 2014

Decebal Room

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

| | |
|----|---|
| 1. | ACCOUNTING INFORMATION AND ITS USERS MIHAELA BEBEȘELEA <i>„Spiru Haret” University, Romania</i> |
| 2. | THE RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND TRADE: A CASE STUDY FOR THE TURKISH SERVICE SECTOR BIRGÜL CAMBAZOĞLU <i>Adnan Menderes University</i> SEVCAN GÜNEŞ <i>Pamukkale University, Turkey</i> |
| 3. | THE ADDED ECONOMIC VALUE – AN INSTRUMENT FOR THE PERFORMANCE MEASUREMENT CLAUDIA NICOLETA GUNI <i>„Spiru Haret” University, Romania</i> VICTOR MUNTEANU <i>Dimitrie Cantemir University, Romania</i> |
| 4. | THE CONCEPTUAL FOUNDATIONS REGARDING THE PREPARATION AND PRESENTATION OF THE CONSOLIDATED FINANCIAL STATEMENTS CLAUDIA NICOLETA GUNI <i>„Spiru Haret” University, Romania</i> VICTOR MUNTEANU <i>Dimitrie Cantemir University, Romania</i> |
| 5. | THE REFORM OF THE ROMANIAN BUDGET SYSTEM-A NEW STEP GEANINA MĂCIUCĂ MARIAN SOCOLIUC <i>Stefan cel Mare University of Suceava, Romania</i> |
| 6. | THE IMPACT OF THE FOURTH CAPITAL REQUIREMENTS DIRECTIVE ON THE CREDIT INSTITUTIONS IN ROMANIA OCTAV NEGURIȚĂ ADINA TRANDAFIR <i>„Spiru Haret” University, Romania</i> |
| 7. | RESEARCH ON COMPUTERIZED ACCOUNTING COURSES AND STUDENTS’ VIEWPOINTS ON ACCOUNTANCY HAKAN AHMET ÖZKÜRKÇÜLER MEHMET BURAK CERAN METEHAN ORTAKARPUZ <i>Selcuk University, Turkey</i> |

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| 8. | <p style="text-align: center;">THE HEALTHY FUNCTIONS OF USING DERIVATIVE FINANCIAL PRODUCTS WITHIN THE NON-FINANCIAL COMPANIES. ARGUMENTS FOR USING THEM IN ROMANIA</p> <p style="text-align: center;">CRISTINA SANDU <i>„Spiru Haret” University, Romania</i></p> <p style="text-align: center;">LUMINIȚA VANUT <i>Regional Payment Centre For Rural Development and Fishing Constanta, Romania</i></p> |
| 9. | <p style="text-align: center;">THEORIES ABOUT FISCAL DEVALUATION</p> <p style="text-align: center;">ADINA TRANDAFIR OCTAV NEGURIȚĂ <i>„Spiru Haret” University, Romania</i></p> |

Section B

Topics: Management and Marketing

11.30-14.00, 05 June 2014

Traian Room

Chair: IULIA GRECU, *Spiru Haret University, Romania*

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|----|---|
| 1. | SYSTEM ANALYSIS OF STRATEGIC COMMUNICATION AT COMPANY'S LEVEL MIHAELA-LAVINIA CIOBĂNICĂ IULIA GRECU <i>„Spiru Haret” University, Romania</i> |
| 2. | WORK MOTIVATION IN ORGANIZATIONAL BEHAVIOR LAURENȚIU HAUSER <i>Bucharest University of Economic Studies, Romania</i> |
| 3. | ENTREPRENEURIAL EDUCATION AS A SUCCESS FACTOR FOR THE ROMANIAN SMEs DRAGOȘ MIHAI IPATE IULIANA PÂRVU <i>„Spiru Haret” University, Romania</i> |
| 4. | MARKETING STRATEGIES OF SMALL AND MEDIUM COMPANIES MAREK PRYMON <i>University of Wrocław, Poland</i> |
| 5. | LEOPOLD MATRIX AND RISK MATRIX USED IN THE MANAGEMENT OF ENVIRONMENTAL IMPACT GABRIELA NEACȘU DANIEL DĂNECI-PĂTRĂU <i>„Spiru Haret” University, Romania</i> |
| 6. | ENTREPRENEURIAL CONTEXT IN the SOUTH-EAST REGION IULIANA PÂRVU DRAGOȘ MIHAI IPATE EDUARD IONESCU <i>„Spiru Haret” University, Romania</i> |
| 7. | ENTREPRENEURIAL INTENTION OF STUDENTS AND UNEMPLOYED PERSONS IN ROMANIA: A CASE STUDY ON THE SOUTH-EAST REGION AND THE SOUTH-WEST - OLTENIA REGION LAURA PATACHE PAULA CORNELIA MITRAN <i>„Spiru Haret” University, Romania</i> |
| 8. | CHALLENGES AND RISKS TO MANAGE SUSTAINABILITY THROUGHOUT THE VALUE CHAIN ROXANA PIVODA <i>„Spiru Haret” University, Romania</i> |

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| 9. | <p>ECONOMIC CRISES AND THE COUNTER-CYCLICAL PROFILE OF NON-PROFIT ORGANIZATIONS: SOME EMPIRICAL EVIDENCES FROM THE ITALIAN CONTEXT MASSIMO POLLIFRONI <i>University of Turin, Italy</i> GHEORGHE MILITARU <i>University Politehnica of Bucharest, Romania</i> TIBERIU SOCACIU <i>Stefan cel Mare University Suceava, Romania</i></p> |
| 10. | <p>COMMUNICATION STRATEGY AND ROMANIAN BRANDS' DYNAMICS BETWEEN 2012 AND 2013 CARMEN GABRIELA SECARĂ <i>University of Pitești, Romania</i></p> |
| 11. | <p>JOB - BETWEEN STABILITY AND SATISFACTION CARMEN GABRIELA SECARĂ <i>University of Pitești, Romania</i></p> |
| 12. | <p>INNOVATION CAPABILITY AND CUSTOMER RELATIONSHIP MANAGEMENT: AN ACADEMIC LITERATURE REVIEW MIHAELA TOMA LARISA MIHOREANU ALEXANDRU IONESCU <i>Bucharest University of Economic Studies, Romania</i></p> |
| 13. | <p>OCCUPATIONAL RISK ASSESSMENT FOR THE IMPLEMENTATION OF A MANAGEMENT SYSTEM OF HEALTH AND SAFETY AT WORK MIHAELA TUROF <i>„Spiru Haret” University, Romania</i></p> |

Section C

Topics: Global Economic, Social and Political Issues

15.00-16.30, 05 June 2014

Decebal Room

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

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|----|---|
| 1. | A SOCIO-ECONOMIC APPROACH TO CIVIC ENGAGEMENT MONICA BALA <i>University of Bucharest, Romania</i> |
| 2. | PROCEDURE FOR ADOPTION OF RESOLUTIONS IN PEACEKEEPING OPERATIONS BY UNITED NATIONS SECURITY COUNCIL ANA-MARIA BEJAN <i>„Spiru Haret” University, Romania</i> |
| 3. | USING GAMES IN ESP CLASSES CAMELIA BOARCĂȘ <i>„Spiru Haret” University, Romania</i> |
| 4. | STUDY ON DETERMINATION OF THE QUALITY OF HIGHER EDUCATION IN ROMANIA USING STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES SOFTWARE GHEORGHE GRECU MIHAELA - LAVINIA CIOBĂNICĂ <i>„Spiru Haret” University, Romania</i> |
| 5. | OBTAINED RESOURCES THROUGH INDIVIDUAL NETWORKING INSIDE THE ORGANIZATION, CREATIVITY OF THE SUPERVISOR AND INNOVATION MARIEM KCHAICH EP CHEDLI <i>Bucharest University of Economic Studies, Romania</i> |
| 6. | WHAT COMES NEXT!?! PAULA CORNELIA MITRAN DRAGOȘ MIHAI IPATE <i>„Spiru Haret” University, Romania</i> |
| 7. | PROPOSED LEGISLATIVE CHANGES TO IMPROVE THE FUNCTIONING OF THE ROMANIAN HIGHER EDUCATION SYSTEM RALUCA OLGUȚA PĂCURARU <i>„Spiru Haret” University, Romania</i> |
| 8. | ECONOMIC EFFICIENCY INDICATORS FOR A VIRTUAL UNIVERSITY RALUCA OLGUȚA PĂCURARU MANUELA GRIGORE <i>„Spiru Haret” University, Romania</i> |

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| 9. | <p style="text-align: center;">BEING A WOMAN IN TURKEY: AN APPLICATION MEVLUDIYE SİMSEK <i>Bilecik Şeyh Edebali University, Turkey</i></p> |
| 10. | <p style="text-align: center;">NATIONALISM: PRICE AND PSYCHO-SOCIAL EFFECTS. ROMANIA – A CASE STUDY ELISABETA ZELINKA <i>West University Timisoara, Romania</i></p> |

Section D

Topics: Economy and Regional Development

15.00-16.30, 05 June 2014

Traian Room

Chair: LAURA PATACHE, „Spiru Haret” University, Constanta, Romania

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| 1. | THE IMPLEMENTATION OF EUROPEAN INTELLIGENT SYSTEMS IN ROMANIA ANTONIU OVIDIU BALINT LARISA MIHOREANU <i>The Bucharest University of Economic Studies</i> |
| 2. | DEVELOPMENT OF WESTERN EUROPEAN STATES THROUGH A COMMON INDUSTRIAL POLICY ALINA-PETRONELA HALLER <i>Romanian Academy, Iasi Branch and “Gheorghe Zane” Institute of Economic and Social Research, Romania</i> |
| 3. | NEW DIRECTIONS FOR AGRICULTURAL POLICIES IN THE EUROPEAN UNION’S EMERGING STATES ALINA-PETRONELA HALLER <i>Romanian Academy, Iasi Branch and “Gheorghe Zane” Institute of Economic and Social Research, Romania</i> |
| 4. | ROMANIAN LABOR RESOURCES UNDER THE NEW EUROPE 2020 STRATEGY VICTOR-ROMEO IONESCU <i>Danubius University, Romania</i> |
| 5. | THE EU NEW COHESION POLICY – A LEADING PART IN TRANSFORMING THE EUROPEAN ECONOMY GABRIELA MARCHIȘ <i>Danubius University of Galati, Romania</i> |
| 6. | ADVERSE IMPACT OF CRISIS ON EMPLOYMENT VULNERABILITY IN ROMANIA LAURA PATACHE <i>„Spiru Haret” University, Romania</i> |
| 7. | SOME ASPECTS OF THE INTERACTION BETWEEN REGIONALIZATION AND GLOBALIZATION FLORINA POPA <i>Institutul de Economie Națională - Academia Română (Institute of National Economy – Romanian Academy)</i> |

