

**INTERNATIONAL CONFERENCE
ON BUSINESS AND ECONOMY**

**“Economic, Social and Political
Constraints in the New Economy”**

ICBE 2011

3rd edition

Dear Colleagues,

It is our pleasure to inform you of a forthcoming international conference which is to be held in the Faculty of Accounting and Financial Management, Spiru Haret University of Constanta. The conference topic of interest is based on management, business, and economic matters.

The conference is to be held in Constanta over the period: 3rd - 6th November 2011 and will cover 4 thematic areas: Global Economic, Social and Political Issues, Economy and Regional Development, Management and Marketing and Accounting and Finance.

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.

Organizing Committee

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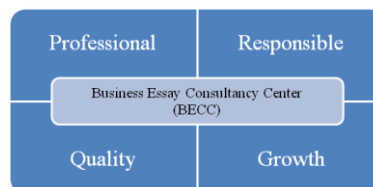
Spiru Haret University
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Constanta



International Journal of Emerging Sciences (IJES)



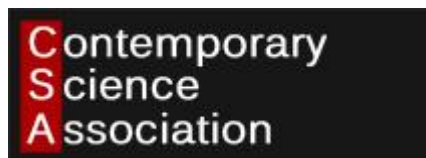
International Journal of Management and Innovation (IJMI)
publication of Business Essay Consultancy Center (BECC)



Economics, Management, and Financial Markets



publication of Addleton Academic Publishers, New York



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**INSTITUTE OF
INTERDISCIPLINARY STUDIES
IN HUMANITIES
AND SOCIAL SCIENCES**

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CONFERENCE PROGRAM

Section A Management and Marketing

Section B Economy and Regional Development

Section C Accounting and Finance

Section D Global Economic, Social and Political Issues

First Day: November 4, 2011

Time	Activity	Place
8.30–09.00	Participants' registration	"IBIS" Hotel Lobby
9.00–10.00	Opening Plenary	"Decebal" Conference Room
10.00–11.00	Panel session	Section A – "Decebal" Conference Room
		Section C – "Traian" Conference Room
11.00–11.30	Coffee Break	"IBIS" Hotel Lobby
11.30–14.00	Panel session	Section A – "Decebal" Conference Room
		Section B – "Traian" Conference Room
14.00–15.00	Lunch	"IBIS" Restaurant
15.00–17.00	Panel session	Section C – "Decebal" Conference Room
		Section B – "Traian" Conference Room
17.00–18.30	Break time	
18.30	Welcome Reception	"IBIS" Restaurant

Second Day: November 5, 2011

Time	Activity	Place
8.30–09.00	Participants registration	"IBIS" Hotel Lobby
09.00–10.30	Panel session	Section D – "Decebal" Conference Room
10.30–11.00	Closing Plenary	"Decebal" Conference Room
11.00–11.30	Break time	
11.30	Visit and Goodbye Lunch	Romanian traditional place

Opening Plenary Session

9.00-10.00

“Decebal” Conference Room

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

Official Opening of International Conference Business and Economy 2011

by

Ștefan Mihu, PhD, President of the Organizing Committee of
ICBE 2011, Spiru Haret University, Romania

Octav Neguriță, PhD, Pro-Dean of Faculty Accounting
and Financial Management Constanta, Spiru Haret University, Romania

Also in attendance:

Prof. PhD Luminița Daniela Constantin, Academy of Economic Studies
Bucharest, Romania

Prof. PhD Sohail S. Chaudhry, Villanova School of Business, Villanova
University, USA

Keynote speakers:

Professor PhD Luminița Daniela Constantin

THE EFFECTIVE MUNICIPAL PROPERTY MANAGEMENT IN SOUTH-
EAST EUROPEAN CITIES - RECORDING ISSUES.THE CASE OF
BUCHAREST MUNICIPALITY

Co-authors: Drăgușin Mariana, Iosif Alina Elena and Petrescu Raluca Mariana
Academy of Economic Studies, Bucharest, Romania

Associate Prof. PhD Peggy E. Chaudhry

SECURITY RELATED ISSUES IN ENTERPRISE INFORMATION SYSTEMS:
AN EXPLORATORY STUDY

Co-authors: Chaudhry S. Sohail and Reese Ronald
Villanova School of Business, Villanova University, USA

Section A

Topics: Management and Marketing

10.00-11.00, November 04, 2011

"Decebal" Conference Room

Chair: GRAMA IZABELLA GILDA, *Spiru Haret University, Romania*

1	THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON COSTUMERS' IMAGE FOR JORDANIAN FIVE STAR HOTELS TAREQ N. HASHEM <i>Marketing Department, Philadelphia University, Amman- Jordan</i>
2	FACTORS AFFECTING MALAYSIA-CHINA CONSTRUCTION JOINT VENTURE (MCCJV) PROJECTS MO XUAN ABDELNASER OMRAN ALI ABDUL HAMID KADIR PAKIR <i>School of Housing, Building and Planning, Universiti Sains Malaysia</i>
3	SECURITY MARGIN AND LEVERAGING IN THE FINANCIAL AND BANKING MANAGEMENT DECISION ILIE DRAGOȘ <i>Spiru Haret University, Romania</i>
4	THE INFLUENCE OF GLOBAL ECONOMIC CRISIS ON EVOLUTION OF LINER SHIPPING MARKET GRAMA IZABELLA GILDA <i>Spiru Haret University, Romania</i>
5	MODELS FOR MEASURING THE ECONOMIC AND MANAGERIAL PERFORMANCE CIOBĂNICĂ MIHAELA SPINEANU-GEORGESCU LUCIANA <i>Spiru Haret University, Romania</i>

Section A

Topics: Management and Marketing

11.30-14.00, November 04, 2011

“Decebal” Conference Room

Chair: IPATE DRAGOȘ MIHAI, *Spiru Haret University, Romania*

1	SATISFIED CLIENTS / ENAGED CLIENTS, CASE STUDY: HIGHER EDUCATION IPATE DRAGOȘ MIHAI PÂRVU IULIANA <i>Spiru Haret University, Romania</i>
2	KNOWING OUR "CLIENTS" FOR A BETTER MANAGEMENT IN HIGHER EDUCATION SERVICES PÂRVU IULIANA IPATE DRAGOS MIHAI <i>Spiru Haret University, Romania</i>
3	ABOUT THE CRISIS MARKETING AND THE CRISIS OF MARKETING MITRAN PAULA CORNELIA BEBEȘELEA MIHAELA <i>Spiru Haret University, Romania</i>
4	EFFICIENCY OF HUMAN RESOURCES MANAGEMENT IN RAILWAY TRANSPORT DĂNECI DANIEL PATACHE LAURA <i>Spiru Haret University, Romania</i>
5	THE IDENTIFICATION OF PRESENT LEVEL OF HUMAN RESOURCES PROFESSIONAL TRAINING IN LOCALE CFR OF CONSTANȚA DĂNECI DANIEL NEACȘU GABRIELA <i>Spiru Haret University, Romania</i>
6	MONITORING ORGANIZATIONAL PERFORMANCE THROUGH SCOREBOARD SPINEANU GEORGESCU LUCIANA CIOBANICA MIHAELA <i>Spiru Haret University, Romania</i>
7	THE CURRENT STATE OF DESIGN AND IMPLEMENTATION OF INTEGRATED MANAGEMENT SYSTEMS TUROF MIHAELA <i>Spiru Haret University, Romania</i>

Section B

Topics: Economy and Regional Development

11.30-14.00, November 04, 2011

“Traian” Conference Room

Chair: BEGU LIVIU-STELIAN, *Academy of Economic Studies, Bucharest, Romania*

1	<p>CRISIS AND CONVERGENCE IN THE EUROPEAN UNION BEGU LIVIU-STELIAN DIACONESCU MIRELA <i>Academy of Economic Studies, Bucharest, Romania</i></p>
2	<p>THE INFLUENCING FACTORS ON VOLUME CHANGES OF AGRICULTURE PRODUCTION IN MOLDOVA GRIBINCEA CORINA <i>Institute of Economy, Finance and Statistics of Moldova, Republic of Moldova</i> GRIBINCEA ALEXANDRU <i>Free International University of Moldova, Republic of Moldova</i> COREȚCHI BORIS <i>State Agrarian University of Moldova, Republic of Moldova</i></p>
3	<p>FOOD PARADOX – A MICROECONOMIC CONCEPT COMANESCU ADINA CRISTINA MARINESCU CRISTIAN <i>Academy of Economic Studies, Bucharest, Romania</i></p>
4	<p>A REGIONAL PROFILE APPROACH OF THE UNEMPLOYMENT IMPACT ON THE BANKING SECTOR ACTIVITY IN ROMANIA LUCA (BRATUCU) ALINA BILBIE IOANA <i>Academy of Economic Studies, Bucharest, Romania</i></p>
5	<p>A RESEARCH DIRECTED TOWARDS THE CONTRIBUTIONS OF THE STUDENTS OF VOCATIONAL SCHOOLS OF HIGHER EDUCATION TO THE LOCAL ECONOMY: A PRACTICE IN AKOREN ALI RIZA ERCAN VOCATIONAL SCHOOL OF HIGHER EDUCATION ÖZKÜRKÇÜLER HAKAN AHMET CERAN MEHMET BURAK ERTÜRK HATICE <i>Selçuk University, Akören Ali Rıza Ercan Vocational School of Higher Education, Turkey</i></p>
6	<p>DEVELOPING THE WIND ENERGY SECTOR IN DOBROGEA NICIPORUC TUDOR <i>Babeş-Bolyai University, Romania</i></p>
7	<p>LABOR AND EMPLOYMENT, CONCEPTUAL PIVODĂ ROXANA MIHAELA <i>Spiru Haret University, Romania</i></p>

Section B

Topics: Economy and Regional Development

15.00-17.00, November 04, 2011

“Traian” Conference Room

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

1	REMARKS ON THE ECONOMIC CRISIS AFFECTING THE EUROPEAN STATES AT THE END OF 2011 IONESCU EDUARD <i>Spiru Haret University, Romania</i>
2	WORK, SUBJECT OF LABOUR MARKET TRANSACTIONS PIVODĂ ROXANA MIHAELA <i>Spiru Haret University, Romania</i>
3	THE PRESENT PHASE OF LABOR MARKET'S CONVENTIONALISM PUSHES ROMANIA TO THE LIMIT OF SURVIVAL PATACHE LAURA <i>Spiru Haret University, Romania</i>
4	EUROPEAN COHESION POLICY AND PRESENT GLOBAL CRISIS IONESCU ROMEO <i>Dunărea de Jos University, Romania</i>
5	ECONOMIES OF EMERGING STATES AND FOREIGN TRADE HALLER ALINA PETRONELA <i>Romanian Academy – Branch of Iași, Romania</i>
6	ECONOMIC GROWTH IN KNOWLEDGE-BASED SOCIETY HALLER ALINA PETRONELA <i>Romanian Academy – Branch of Iași, Romania</i>
7	CHARACTERISTICS OF STRUCTURAL FUNDS AND PUBLIC PROJECTS FUNDED FROM SUCH INSTRUMENTS STIGNEI VERONICA PASA BUMBAC GEORGIANA <i>Spiru Haret University, Romania</i>

Section C

Topics: Accounting and Finance

10.00-11.00, November 04, 2011

“Traian” Conference Room

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

1	<p>THE EFFECT OF MONETARY POLICY SHOCK ON EMPLOYMENT AND OUTPUT: THE CASE OF TURKEY CAMBAZOĞLU BİRGÜL <i>Gedik University, Turkey</i> H. SİMAY KARAALP <i>Pamukkale University, Turkey</i></p>
2	<p>DIRECT INWARD INVESTMENTS MICRO- AND MACROECONOMIC SYMPTOMS OF THE ECONOMIC DEVELOPMENT BYCZKOWSKA MAGDALENA JANUSZ SOBOŃ <i>State Higher Professional School in Gorzów Wielkopolski, Poland</i></p>
3	<p>INTELLIGENT STRATEGIES AS A SUPPORT FOR BUSINESS PROCESS AUDITING - RESEARCH DIRECTIONS ELEFTERIE LIANA RUSE ELENA <i>Spiru Haret University, Romania</i></p>
4	<p>OPERATING CYCLE AND NONPROFIT ORGANIZATIONS EFFICIENCY MICHALSKI GRZEGORZ <i>Wroclaw University of Economics, Poland</i></p>
5	<p>THE TRADING SYSTEM AND THE TRADING PARTICIPANTS IN THE BSE CLAUDIA NICOLETA GUNI <i>Spiru Haret University, Romania</i></p>
6	<p>CONCEPTUAL APPROACHES OF TAX COMPETITION IN THE GENERATED EFFECTS POINT OF VIEW TRANDAFIR ADINA RISTEA LUMINIȚA <i>Spiru Haret University, Romania</i></p>

Section C

Topics: Accounting and Finance

15.00-17.00, November 04, 2011

“Decebal” Conference Room

Chair: NEGURIȚĂ OCTAV, *Spiru Haret University, Romania*

1	TAX HAVENS AND THE MONEY LAUNDERING PHENOMENON MIHU ȘTEFAN <i>Spiru Haret University, Romania</i>
2	LIMITATION IN THE FISCAL LAW MIHU GEORGE <i>Spiru Haret University, Romania</i>
3	FACTORS THAT CONTRIBUTE TO THE FORMATION OF INFLATION NEGURITA OCTAV <i>Spiru Haret University, Romania</i>
4	THE ANTICIPATED INDIVIDUALISED FISCAL SOLUTION MIHU TEODOR <i>Spiru Haret University, Romania</i>
5	DELIMITATIONS OF THE OVERALL PERFORMANCE OF THE ENTERPRISES THAT ARE QUOTED ON THE CAPITAL MARKET CLAUDIA NICOLETA GUNI <i>Spiru Haret University, Romania</i>
6	INTERNAL AUDIT AND WHISTLEBLOWING SUSMANSCHI GEORGIANA <i>Spiru Haret University, Romania</i>
7	QUALITY CONCEPT OF THE ACCOUNTING INFORMATION GHEORGHE DUMITRU <i>Spiru Haret University, Romania</i>
8	THE IMPORTANCE, THE ESSENCE AND THE METHODOLOGY OF THE DIAGNOSTIC ANALYSIS IN THE TOURISM ACTIVITY VERISAN CRISTINA ALINA ACHIMESCU GEORGETA <i>Spiru Haret University, Romania</i>

Section D

Topics: Global Economic, Social and Political Issues

09.00-10.30, November 05, 2011

“Decebal” Conference Room

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

1	THE LEGAL ENVIRONMENT OF ROMANIAN E-COMMERCE: A CRITICAL ANALYSIS AND RECOMMENDATIONS FOR IMPROVEMENT BLYTHE STEPHEN <i>College of Business Administration, Abu Dhabi University</i>
2	USING CONNECTIVES IN CONTEXT IN ESP BOARCĂȘ CAMELIA <i>Spiru Haret University, Romania</i>
3	COMPLEXITY THEORY AND HAYEKIAN NATURAL ORDER CIOTE CRISTINA <i>Spiru Haret University, Romania</i>
4	FROM SCHUMPETER TO NEO-SCHUMPETERIANISM CIOTE CRISTINA <i>Spiru Haret University, Romania</i>
5	UNIVERSITY CONSORTIUM PĂCURARU RALUCA OLGUȚA <i>Spiru Haret University, Romania</i>
6	VIRTUAL ORGANIZATIONS PĂCURARU RALUCA OLGUȚA <i>Spiru Haret University, Romania</i>