

"OVIDIUS" UNIVERSITY OF CONSTANȚA FACULTY OF ECONOMIC SCIENCES

in collaboration with

Odessa National Maritime University, Ukraine

THE INTERNATIONAL CONFERENCE "PRESENT ISSUES OF GLOBAL ECONOMY"

- 13th Edition -

2nd – 4th June, 2016

Constanța, Romania

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- Simona-Luize UTUREANU

Conference Program

Conference Venue: "Ovidius" University of Constanța, 1, University Alley, Campus (A)

2nd June, 2016

After 14.00	Participants arrival	
	3 rd June, 2016	
10.45-11.15	Participants registration	Senate Room, Campus (A) 1 st Floor
11.30-11.45	Welcoming Speech Elena Cerasela SPĂTARIU, PhD, Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta	Senate Room, Campus (A) 1 st Floor
	Sorin RUGINĂ, PhD, Rector, "Ovidius" University of Constanta	
	Paula Diane Corina VANCEA, PhD, Vice-Rector, "Ovidius" University of Constanta	
11.45-14.00	Plenary session Paper presentations: Alexis PAPATHANASSIS, PhD Dean of Studies, Faculty of Economics & Business, Bremerhaven University of Applied Science, Germany	Senate Room, Campus (A) 1 st Floor
	Stavros KATSIOS, PhD, Professor, Ionian University, Corfu, Greece	
	Gheorghe HURDUZEU, PhD, Dean, Faculty of International Business and Economics, Bucharest University of Economic Studies	
	Cătălin BUCIUMEANU, PhD, Executive Director, Center for Advanced Strategies	
	Alexandra HOROBEŢ. PhD, Faculty of International Business and Economics,	

Bucharest University of Economic Studies

14.00-15.30	Doctor Honoris Causa Award Ceremony Alexis PAPATHANASSIS, PhD Dean of Studies, Faculty of Economics & Business, Bremerhaven University of Applied Science, Germany	Senate Room, Campus (A) 1 st Floor
15.30-16.00	Lunch break	Room E150, Campus (A) 1 st Floor
16.00-19.30	Papers presentations – Parallel Sessions	
20.00	Gala Dinner	Zodiac Restaurant, 184B, Al. Lăpușneanu Blv., Constanta
	4 th June, 2016	
8.00-10.00	Closing Conference Session Conclusions. Official Closing Session	Senate Room, Campus (A) 1 st Floor
After 10.00	Trip and Lunch	

Section 1. International Affairs

Discussant: Presenter of the paper no. 1

Session Chair: Location: Room P40, Campus (A), Ground floor Simona-Luize UTUREANU, PhD 1. Amarita Adrian - The Incompatibility Triangle Discussant: Presenter of the paper no. 8 2. Anastase (Bădulescu) Ileana, The International Macro-Environment an Grigoruț Cornel Organization Discussant: Presenter of the paper no. 7 3. Dobre Claudia - Intercultural Management and the Importance of the Culture Discussant: Presenter of the paper no. 6 4. Mitra-Niță Mariana - Culture and Traditions: Contemporary Criminological **Factors** Discussant: Presenter of the paper no. 5 5. Moraru Camelia, Popovici Norina - The Evolution of Public Expenditures in Romania during 2000 - 2013 Discussant: Presenter of the paper no. 4 6. Moroşan Magdalena - Economic Dependence – Key Factor in the Interstate Relations between Russia and Eastern Partnership's Countries Discussant: Presenter of the paper no. 3 - Aspects of Legal Translation in Contracts of Carriage 7. Nădrag Lavinia, Buzarna-Tihenea (Gălbează) Alina Discussant: Presenter of the paper no. 2 - Merges and Acquisitions of Companies to the Limit of 8. Rotaru Elena Mădălina the Unfair Competition. Practical Issues.



Section 2. Regional Development, Integration and Globalization

Session Chair: Location:

Discussant: Presenter of the paper no. 10

Ion Dănuț JUGĂNARU, PhD. Room P45, Campus (A), Ground floor

1.	Brașoveanu Florica	- Considerations on the Right to Asylum	
	Discussant: Presenter of the paper no. 14		
2.	Brașoveanu Florica	- Considerations on the Right to a Healthy Living Environment	
	Discussant: Presenter of the pap	per no. 2	
3.	Burciu Aurel, Kicsi Rozalia	- FDI in European Economic Architecture. The Case of	
		Romania as an EU Member State	
	Discussant: Presenter of the pap	er no. 1	
4.	Ciocoiu Cristina-Elena	- Are the Investments from Structural Funds Meeting the	
		Citizens' Expectations? – Evidence from Sofia and Bucharest	
	Discussant: Presenter of the pap		
5.	Enăchescu Daniela	- Evolution of Renewable Energy Capacities in Europe after	
		the Lisbon Treaty	
	Discussant: Presenter of the pap		
6.	Ploae Cătălin	- Short Essay on Managing Multicultural Students Groups	
		within Diversity Context	
	Discussant: Presenter of the paper		
7.	Popa Florina	- Cluster - Smart Specialization Relationship	
	Discussant: Presenter of the pap	er no. 6	
8.	Pătrașcu Aurelia	- Aspects of the Evolution of the Existing Pre-university	
		Education at Regional Level in 1996-2014	
	Discussant: Presenter of the pap	er no. 7	
9.	Roman Angela, Rusu	- Determining Factors of Entrepreneurial Motivation: Evidence	
	Valentina Diana	from EU countries	
	Discussant: Presenter of the paper no. 8		
10.	Sandu Ioana	- Before and after the European Neighborhood Policy in	
		Moldova: Past Economic Background, Current Developments	
	Discussant: Presenter of the pap		
11.	Schipor Constantin	- Aspirations, Achievements and Challenges of European	
		Social Economic Models	

12. Toma Sorin-George,	- Global Competitiveness and Innovation in the Period 2013-
Marinescu Paul, Grădinaru	2015
Cătălin	
Discussant: Presenter of the p	oaper no. 11
13. Voicu-Dorobanțu Roxana	- Living Labs and C2P Partnerships: A Participatory Solution
	or Just Another Buzz Concept for Regional and Local
	Development?
Discussant: Presenter of the p	paper no. 12
14. Voiculeț Alina	- Regional Policy - Major Part in the European Union
Discussant: Presenter of the paper no. 13	



Section 3. Economic and Social Studies *Panel 1*

Session Chair: Sorinel COSMA, PhD Location:

Room P47, Campus (A), Ground floor

1.	Anton Loredana Monica, Munteanu Iuliana Gabriela	- Factors Influence Aging in Romania
	Discussant: Presenter of the paper no. 12	2
2.	Barbu Cristian-Marian	- Reflections on the Economic Prospects
	Discussant: Presenter of the paper no. 10	9
3.	Bâcă Eleonora, Moise-Țiței Adina	- Mastering the Content- The Challenges of an Academic Course Design
	Discussant: Presenter of the paper no. 2	
4.	Bâldan Florentina Cristina , Stanciu Tolea Violeta Claudia	- Promoting Competition Rules in Romania, 2010 - 2014 Period
	Discussant: Presenter of the paper no. 3	
5.	Covatariu Andrei, Dobrin Cosmin	- The Impact of the Regional Electricity Market's Coupling on the Romanian Day Ahead Market Prices
	Discussant: Presenter of the paper no. 6	
6.	Dinulescu Ruxandra, Voicu Laura	- Analyzing the Romanian Healthcare Bureaucracy
	Violeta	Using a Tree Diagram
	Discussant: Presenter of the paper no. 4	
7.	Drăghici Vasile	- General Considerations Concerning the Principle of Territoriality of the Romanian Criminal Law
	Discussant: Presenter of the paper no. 5	
8.	Drăghici Vasile	- General Aspects Regarding the Crime of Human Trafficking
	Discussant: Presenter of the paper no. 1	
9.	Florea Ianc Maria Mirabela	- Influence of Life Insurance on the Romanian Insurance Market
	Discussant: Presenter of the paper no. 7	
10.	Frunză Anna-Alexandra, Munteanu	- The Need for the Dissemination of Statistical Data and
	Gabriela Iuliana	Information
	Discussant: Presenter of the paper no. 1.	1

11.	Ilie Margareta, Ilie Constantin	- Analyse of the Influence of Major Romanian Indices over the Number of Early Leavers from Education and Training
	Discussant: Presenter of the paper no. 8	
12.	Ionel Marian	- Hospitality Industry
	Discussant: Presenter of the paper no. 9	



Section 3. Economic and Social Studies *Panel 2*

Session Chair: Adina MOISE-ŢIŢEI, PhD	Location: Room P54, Campus (A), Ground floor
Lincă Aurora Costina, Voinilă Adrian Cătălin	- Banks' Influence, through Tailor Made Services Offered to Tourists, on Encouraging International Transit: High-Tech Tourism of the 20th Century
Discussant: Presenter of the paper no. 1	1
2. Marin Marilena	- Some Aspects Concerning the Concept of Rent in the Romanian Law
Discussant: Presenter of the paper no. 1	2
3. Moise-Țiței Adina, Bâcă Eleonora	- Considerations on the Regional Disparities in the Romanian Academic Education
Discussant: Presenter of the paper no. 1	
4. Ofileanu Dimi	- The Evolution of the Turnover from the Point of View of the Number of Employees, the Net Realized Investments and the Average Gross Salary in the Romanian Footwear Industry
Discussant: Presenter of the paper no. 2	
5. Osoianu Dragoș	- It's All About Economics –The Urban Ecology in T.S. Eliot's The Waste Land
Discussant: Presenter of the paper no. 3	
6. Percic Stanislav, Apostoaie Constantin-Marius Discussant: Presenter of the paper no. 4	- A Critical Review of the Most Relevant Welfare Indicators from an Environmental Perspective
7. Popescu Alina, Popescu (Mitu) Cristina Dana	- Experiential Business English Teaching
Discussant: Presenter of the paper no. 8	
8. Preda (Diaconeasa) Maria Claudia	 Is Romania Ready for Cooperative Structures? Romania – Italy Comparative Study.
Discussant: Presenter of the paper no. 6	
9. Radu Steluţa, Constandache Mihaela, Condrea Elena	- Impact of Research Regarding the Processing of Organic Waste Resulted from Food Industry in the North - East , South-East and Center Regions of Romania in

		Particular, in Relation to Consumer and Environmental
		Protection
	Discussant: Presenter of the paper no.	5
10.	Stănescu Aurelia	- What Is to Be Done to Reduce the Effects of
		Emotionality and Conflicts on One's Satisfaction at
		Workplace
11.	Vasile Adrian	- The Right to Property and Inheritance in the Old
11	Discussant: Presenter of the paper no. Vasile Adrian	
		Testament
	Discussant: Presenter of the paper no.	10
12.	Ţâra Sergiu	- The Impact of Education on Social and Economic
		Inequalities in Romania
	Discussant: Presenter of the paper no.	7



Section 4. Marketing – Management Panel 1

Session Chair: Silvia MUHCINĂ, PhD		Location: Room 204, Campus (A), 2 nd floor
1.	Antohi Ionuţ	- The High Performance Working Practices in Romanian Companies – an Empirical Study
	Discussant: Presenter of the paper no. 15	
2.	Antohi Ionuț, Moraru Andreea-Daniela	- Reward Management Practices-Evidence from Constanta County, Romania
	Discussant: Presenter of the paper no. 2	
3.	Berea Cristi	- Neuro-Linguistic Programming Principles in Negotiation
	Discussant: Presenter of the paper no. 1	
4.	Bozga Liviu, Băleanu Daniela Nicoleta,	- Environment-Oriented CSR Activities of
	Bozga Raluca Elisabeta	Romanian Companies
	Discussant: Presenter of the paper no. 3	
5.	Băltescu Codruța Adina, Boșcor Dana	- The Development of Boutique Hotels in Brasov City
	Discussant: Presenter of the paper no. 4	
6.	Dobre Ovidiu-Iliuta	- Differences of Organizational Culture between Small and Large Enterprises
	Discussant: Presenter of the paper no. 5	
7.	Dăneci Pătrau Daniel	- Orientation and Integration of New Employees in an Organization Hotel
	Discussant: Presenter of the paper no. 8	
8.	Gheorghe Paul, Frunză Anna-	- The Significance of Resources Purchases over the
	Alexandra	Business's Competitiveness
	Discussant: Presenter of the paper no. 7	
9.	Gheorghe Paul	- The Need to Reposition the Insurance Logistics Management in M.A.I Units
	Discussant: Presenter of the paper no. 6	
10.	Grădinaru Cătălin, Toma Sorin-George, Marinescu Paul	- Marketing Mix in Services
	Discussant: Presenter of the paper no. 9	

11.	Iorga Cristina, Şerban Andrei Ionuţ	- The SWOT Analysis of a Romanian Post-Sanitary Institution
	Discussant: Presenter of the paper no. 10	
12.	Jiroveanu Daniel, Costache Georgiana, Radu Cătălina	- The Cost Structure - Key Element in the
	Discussant: Presenter of the paper no. 11	Development of Product Policy
13.	Jugănaru Ion-Dănuţ, Jugănaru Mariana	- Traditional and Current Aspects Regarding Fairs and Exhibitions Organized by Constanta Chamber of Commerce
	Discussant: Presenter of the paper no. 12	
14.	Jugănaru Mariana, Jugănaru Ion-Dănuț	- Historical Traces and Contemporary Approaches regarding Fairs and Exhibitions, as complex Instruments in Marketing
	Discussant: Presenter of the paper no. 14	
15.	Moraru Andreea-Daniela	- Challenges of Hotel Branding. An Overview of the Romanian Seaside Hotel Industry
	Discussant: Presenter of the paper no. 13	
16.	Muhcină Silvia, Popovici Veronica	- Few Considerations On Brand Loyalty and Equity
	Discussant: Presenter of the paper no. 13	



Section 4. Marketing – Management Panel 2

Session Chair: Norina POPOVICI, PhD	Location: Room 226, Campus (A), 2 nd floor
1. Nancu Dorinela	- Assessing the Organizational Culture of Local Organizations
Discussant: Presenter of the paper no. 12	
2. Nancu Dorinela	- Is There a Positive Correlation between the Organizational Culture, Focused on Creating a Pleasant Working Environment, and Organizational Performance?
Discussant: Presenter of the paper no. 1	
3. Neacşu Nicoleta Andreea, Madar Anca	- Design and Aesthetics on Organic Cosmetics Market. Case Study: Face Creams
Discussant: Presenter of the paper no. 3	
4. Nicodim Liliana, Bucăța George, Muscalu Emanoil	- Aspects of the Transformation of Educational Management in Schools
Discussant: Presenter of the paper no. 2	
5. Nicodim Liliana, Bucăța George, Nițu Claudiu Valentin	- Issues Regarding the Need of Transformation of Educational Management in the Current European Context
Discussant: Presenter of the paper no. 4	
6. Petac Eugen, Petac Andreea-Oana	- The Challenge of Private Cloud for the Digital Business
Discussant: Presenter of the paper no. 5	
7. Petac Eugen, Petac Andreea-Oana	- About Security Solutions in Fog Computing
Discussant: Presenter of the paper no. 6	
8. Popescu (Mitu) Cristina Dana, Popescu Alina	- Implementing Information Technology in E- Human Resource Management
Discussant: Presenter of the paper no. 7	
9. Popovici Norina, Moraru Camelia, Moraru Gheorghe	- Motivational Aspects within Healthcare Units
Discussant: Presenter of the paper no. 8	

10.	Radu Cătălina, Jiroveanu Daniel,	- An Exploratory Study of Career Anchors in
	Costache Georgiana	Business Higher Education
	Discussant: Presenter of the paper no. 9	
11.	Sandu Raluca-Mihaela	- Organic Agriculture in the world, European Union and Romania between 2010-2014
	Discussant: Presenter of the paper no. 10	
12.	Stanciu Anca Cristina, Constandache	- Considerations Regarding the Quality
	Mihaela, Nenciu Daniela Simona	Management of Banking Services
	Discussant: Presenter of the paper no. 11	
13.	Toma Cristian Marius, Costuleanu	- The Analysis of Factors Involved in Assessing of
	Carmen Luiza, Toma Vasilica	University Scientific Research
	Discussant: Presenter of the paper no. 16	
14.	Tudor Monica	- Emotional Intelligence: Requiring Attention
	Discussant: Presenter of the paper no. 15	
15.	Utureanu Simona, Dragomir Cristina	- Inter-Connected Roles of the Ship, Seafarers and
		Ship Management Company
	Discussant: Presenter of the paper no. 14	
16.	Vărzaru Dan Constantin, Vărzaru Anca	- The Contribution of the Human Resources
	Antoaneta	Information System to Human Capital Performance
		Management within the Organization
	Discussant: Presenter of the paper no. 13	



Section 5. Finance and Accounting *Panel 1*

Ses	ssion Chair:	Location:
Elena DOBRE, PhD		Senate Room, Campus (A), 1st floor
1.	Andreescu Gabriela	- Opportunities for Improvement and Implementation of Management Accounting in Public Cultural Institutions
	Discussant: Presenter of the paper no. 12	2
2.	Anton Sorin Gabriel	- Private Equity Market in Romania. Why Is its Infancy so Long?
	Discussant: Presenter of the paper no. 12	1
3.	Avram Greti Daniela, Avram Marioara, Avram Veronel	- The Study on International Cooperation Made by the Romanian Professional Accountancy Bodies
	${\it Discussant: Presenter\ of\ the\ paper\ no.\ 1}$	
4.	Băcanu Mihaela-Nicoleta	- Aspects of Influence on the Accounting-Taxation Relation at the Legislative Level in Romania
	Discussant: Presenter of the paper no. 2	
5.	Bilan Irina, Oprea Florin	- Municipal Debt and Its Economic Effects – The Romanian Case
	Discussant: Presenter of the paper no. 3	
6.	Burghelea Cristina , Uzlău Carmen, Ene Corina Maria	- Monetary Policy Strategy in Romania
	Discussant: Presenter of the paper no. 4	
7.	Caprian Cristina	- Analysis of Commercial Companies Profitability in the Garment Industry in Romania
	Discussant: Presenter of the paper no. 5	
8.	Caraiman Adrian-Cosmin	- Evaluation of Accounting Information System Performance at Trade Entities - Economic Efficiency of Accounting Information System at Trade Entities
	Discussant: Presenter of the paper no. 6	
9.	Cioca Ionela Cornelia	- Analysis of Correlation Between Gross Domestic Product and Corporate Income Tax in the European Union Countries
	Discussant: Presenter of the paper no. 7	
10.	Constantin Sergiu-Bogdan	- Tax Havens in the Offshore World
	Discussant: Presenter of the paper no. 8	

11. Covaliov-Rusu Georgeta	- Conceptual Approaches in Financial Instruments Sphere
Discussant: Presenter of the paper no.	9
12. Dragomir Victoria Isabela, Avram	- Considerations Regarding the Contents of Internal
Marioara, Domnișoru Sorinel	Control
Discussant: Presenter of the paper no. 10	



Section 5. Finance and Accounting *Panel 2*

Session Chair: Location:

Cristina DUHNEA, PhD Room 143, Campus (A), 1st floor

1		
1.	Drăgușin Cristina-Petrina,	- Conceptual Valences Regarding the Economic and
	Cîrciumaru Daniel, Cârstina Silviu- Valentin	Financial Performance of the Public Sector Institutions
	Discussant: Presenter of the paper no. 1	2
2.	Dreghiciu Andreea Elena, Puţan	- Specific Procedures and Techniques of the Creative
	Alina	Accounting Concerning Tangible Assets Reevaluation
	Discussant: Presenter of the paper no. 1	
3.	Duhnea Cristina, Ghiță- Mitrescu	- The Romanian Healthcare Institutions – Managing to
	Silvia	Cope with the Budget Limitations and the Liquidity
		Issues
	Discussant: Presenter of the paper no. 2	
4.	Frecea Georgiana-Loredana	- CSR Communication in the Romanian Banking
		System
	Discussant: Presenter of the paper no. 3	
5.	Ghiță-Mitrescu Silvia, Duhnea	- The Adjusted Net Asset Valuation Method –
	Cristina	Connecting the dots between Theory and Practice
	Discussant: Presenter of the paper no. 4	
6.	Grigore Marian	- Particularities of Profit and Loss Account Audit and
		the Production Process in Constructions
	Discussant: Presenter of the paper no. 5	
7.	Discussant: Presenter of the paper no. 5 Guni Claudia Nicoleta	
7.		
7.		- The Financial and Accounting Information: a Genuine
7.		- The Financial and Accounting Information: a Genuine Power Factor, in the Report Win - Loss of the Investment on the Capital Market
	Guni Claudia Nicoleta	- The Financial and Accounting Information: a Genuine Power Factor, in the Report Win - Loss of the Investment on the Capital Market
	Guni Claudia Nicoleta Discussant: Presenter of the paper no. 6	- The Financial and Accounting Information: a Genuine Power Factor, in the Report Win - Loss of the Investment on the Capital Market
	Guni Claudia Nicoleta Discussant: Presenter of the paper no. 6 Hetes-Gavra Roxana, Avram	- The Financial and Accounting Information: a Genuine Power Factor, in the Report Win - Loss of the Investment on the Capital Market - Personal Bankruptcy Regulations in Central and Eastern Europe
8.	Guni Claudia Nicoleta Discussant: Presenter of the paper no. 6 Hetes-Gavra Roxana, Avram Alexandru, Avram Costin Daniel	- The Financial and Accounting Information: a Genuine Power Factor, in the Report Win - Loss of the Investment on the Capital Market - Personal Bankruptcy Regulations in Central and Eastern Europe
8.	Guni Claudia Nicoleta Discussant: Presenter of the paper no. 6 Hetes-Gavra Roxana, Avram Alexandru, Avram Costin Daniel Discussant: Presenter of the paper no. 1	- The Financial and Accounting Information: a Genuine Power Factor, in the Report Win - Loss of the Investment on the Capital Market - Personal Bankruptcy Regulations in Central and Eastern Europe

10.	Iuga Iulia	- Analysis of Financial Intermediation in Romania
	Discussant: Presenter of the paper no. 9	
11.	Nancu Dumitru	- Assessing the Portfolio of Bank Guarantees by Using
		Specific Indicators for Determining Risks
	Discussant: Presenter of the paper no. 8	
12.	Nancu Dumitru	- Study on Risk Analysis and the Way of Framing the
		Activity of Credit Guarantee for SMEs in Prudential
		Requirements/ Indicators
	Discussant: Presenter of the paper no. 7	



Section 5. Finance and Accounting *Panel 3*

	esion Chair: ena Cerasela SPĂTARIU, PhD	Location: Room 146, Campus (A), 1 st floor
1.	Nicolae Traian Cristin	- Techniques Applied for Accounting of Revenues for Deferred Payments
	Discussant: Presenter of the paper no. 1.	2
2.	Oprișan Oana, Tileagă Cosmin, Croitoru Gabriel	- Analysis of Revenues and Expenditures of a Carrier for a Voyage Charter Trip
	Discussant: Presenter of the paper no. 1	
3.	Oprișan Oana, Tileagă Cosmin, Nițu Claudiu Valentin	- Analysis of Local Taxes in the European Union
	Discussant: Presenter of the paper no. 2	
4.	Pătrașcu Aurelia	- Ontology based Approach for an Insurance Company Activity Modelling
	Discussant: Presenter of the paper no. 3	
5.	Pepi Mitică	- Methods for Improving Performance in Corporate Governance in Financial Markets Interest Stakeholders
	Discussant: Presenter of the paper no. 4	
6.	Petec (Călinescu) Daniela,	- Consideration on the Fiscal Consequences of
	Spătărelu Ionuț	Accounting Result
	Discussant: Presenter of the paper no. 5	
7.	Pleșcău Ioana, Cocriș Vasile	- Unconventional Monetary Policy and Bank Risk-
		Taking in Euro Area
	Discussant: Presenter of the paper no. 6	
8.	Puțan Alina, Dreghiciu Andreea Elena	- Aspects Concerning Taxes in the Evaluation Perspective. Romanian Case
	Discussant: Presenter of the paper no. 7	
9.	Spătărelu Ionuț, Petec (Călinescu)	- The Importance of Accounting Information in
	Daniela	Decision Making
	Discussant: Presenter of the paper no. 8	
10.	Trăistaru Diana Andreea	- The Impact of Applying the IFRS Accounting Rules on the Business Environment
	Discussant: Presenter of the paper no. 9	

11. Vârteiu Daniel Petru, Bota Cristian - Application of the Activity Based Costing System to the Wood Industry
 Discussant: Presenter of the paper no. 10

 12. Vlad Costică - Managing a "N" Securities Portfolio
 Discussant: Presenter of the paper no. 11

