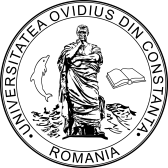
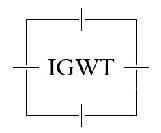
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**FACULTY OF ECONOMIC SCIENCES**

in collaboration with

**Odessa National Maritime University, Ukraine**

**Faculty of Economics and Management**

**and**

**Internationale Gesellschaft für Warenwissenschaft und Technologie (IGWT)**

organize

***The International Conference***

* ***Third Edition -***

***GLOBAL ECONOMY UNDER CRISIS***

4th – 5th December, 2014

Constanța

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**Third Edition**

**Constanta, Romania**

**December, 4th – 5th 2014**

**Venue:** “Ovidius” University of Constanta, 1, University Alley, Campus (A), 1st floor, Constanta, Senate Room

**Conference Program**

**4th December, 2014**

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| **11.00-12.00** | **Participants registration** | Senate Room |
| **12.00-12.30** | **Welcoming Speech**  **Professor Elena Cerasela SPĂTARIU, PhD.**,  Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta  **Professor Sorin RUGINĂ, PhD.**  Rector, “Ovidius” University of Constanta  **Professor Ion BOTESCU, PhD.**  President of the “Ovidius” University Senate | Senate Room |
| **12.30- 14.00** | **Plenary session**  **Paper presentations:**  **Professor Emil Dinga, PhD.** **-** *Calculus and Free Will in the Economic Decision*  **Andi Lucian CRISTEA**  *Theme to be announced*  **Associate Professor Roxana Voicu-Dorobanțu, PhD**  *Theme to be announced* | Senate Room |
| **14.00-14.30** | **Lunch break** | room E150, “Ovidius” University of Constanta, 1, University Alley Campus (A), 1stfloor, Constanta |
| **14.30-18.30** | **Papers presentations – Parallel Sessions**  ***Section I: International Affairs and European Integration***    ***Section II: Business Economy and Administration*** | The Research Centre - Business Administration,room E146**,** “Ovidius” University of Constanta, 1, University Alley Campus (A), 1stfloor, Constanta  Senate Room  “Ovidius” University of Constanta, 1, University Alley Campus (A), 1stfloor, Constanta |
| **19.00** | **Gala Dinner** | Zodiac Restaurant, Constanta |

**5th December, 2014**

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| **10.00 – 13.00** | **Papers presentations – Parallel Sessions**  ***Section I: International Affairs and European Integration***    ***Section II: Business Economy and Administration*** | The Research Centre - Business Administration,room E150**,** “Ovidius” University of Constanta, 1, University Alley Campus (A), 1stfloor, Constanta  *Room E204****,*** “Ovidius” University of Constanta, 1, University Alley, Campus (A), 2nd floor, Constanta |
| **10.00 – 13.00** | **Workshop – PERFORM - POSDRU Project** | The Research Centre - Business Administration,room E146**,** “Ovidius” University of Constanta, 1, University Alley Campus (A), 1stfloor, Constanta |
| **13.00-13.30** | **Closing Conference Session**  Conclusions. Official Closing Session | Senate Room |

**Papers presentations – Parallel Sessions**

**Section I: International Affairs and European**

**Integration**

***Subsection: International Affairs***

Moderators:

UTUREANU Simona Luize, PhD.

BUNDA Ramona Nicoleta, PhD.

VOICU DOROBANTU Roxana, PhD.

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| --- | --- | --- |
| No. | Author(s) | Title |
| 1. | Camelia Gavrilescu | - Romania's position in the European Union intra-community agri-food trade |
| 2. | Botescu Ion | China In The New World Economic Setting |
| 3. | Căzănel Maria | - Comparative Analysis between the Exception of the Non-performance of the Contract and Its Retroactive Termination |
| 4. | Constantin Sergiu-Bogdan | - International Tax Evasion in the Current Geopolitical Context |
| 5. | Dragomir Georgeta, Dragomir Stefan | - Determination and Implications of the Risk in the Global Financial Crises |
| 6. | Gurgui Amalia, Gribincea Alexandru | - Current State of European Hotel Chains |
| 7. | Muntean Mihaela-Carmen, Alexa Ioana-Veronica, Toma Simona Valeria | - An Empirical Approach on Oligopolistic Competition in International Trade |
| 8. | Popovici Veronica, Muhcină Silvia, Bundă Nicoleta Ramona | - Ongoing Trends and Challenges in the Cruise Tourism Industry. The Black Sea Region as an Emerging Cruise Destination |
| 9. | Sav Irina | - Global Money Laundering - Impact on Economic Stability |
| 10. | Scutaru Liliana | - Foreign Trade of Multinationals in Romania |
| 11. | Stegaroiu Ion, Bargau Marian | - Leader in Global Context |
| 12. | Stoian Andrei | - Effects of the US financial crisis on nine representative countries |
| 13. | Toma Sorin-George, Grădinaru Cătălin, Stanciu Costel | - BRIC in the Global Economy |
| 14. | Voiculeţ Alina, Belu Nicoleta | - Human Resource – a Strategic Resource in the European Transnational Corporations |
| 15. | Voiculeţ Alina | - Foreign Direct Investment and Its Worldwide Distribution in Recent Years |

***Subsection : European Integration***

Moderators:

TRANDAFIR Raluca, PhD

GHIȚĂ-MITRESCU Silvia, PhD.

PLOAE Cătălin, PhD.

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| No. | Author(s) | Title |
| 1. | Ciobanu Carmen Liliana | - The impact of E.U. founds between 2007-2013 |
| 2. | Damean Doru Claudiu, Popovici Dumitru Dănuţ | - Social Policies regarding the Integration of Persons with Addictive Behavior into the Labor Market from Romania |
| 3. | Hurjui Marcela - Cristina, Hurjui Ioan | - Regional Development in Romania under the Impact of Internal Requirements and Exigencies of the European Union |
| 4. | Milea Camelia | - The Financial Integration in Romania and in the new Member States of the European Union |
| 5. | Mitra Mariana | - The New Dimension of Violence. Manifestations and Prevention |
| 6. | Mitra Mariana | - Corruption – A Real Threat to Democracy and to the Rule of Law |
| 8. | Stana George | - Strategies for Improving the Migration of Labor in the UE |
| 9. | Stoica (Corbu) Luminita-Claudia | - Pre-university Education Financing in the Context of the EU’s Economic Crisis |
| 10. |  |  |

***Subsection: Regional Development Strategies***

Moderators:

COSMA Sorinel, PhD.

LAZĂR Cristina, PhD.

MOISE TITEI, Adina, PhD

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| No. | Author(s) | Title |
| 1. | Duduială Popescu Lorena | - How Did the Economic and Financial Crisis the Groups of Companies and the Main Measures Exit |
| 2. | Ionescu Gr. Ion | - Aspects of the Confrontation of Ideas from Romanian Interwar Thinking Regarding Economic Policy |
| 3. | Şerbănel Cristiana-Ioana | - Romania and the Assessment of its Competitiveness Level |
| 4. | Margaritti Doina | A new vision regarding the competitive advantages in the Romanian pharmaceutical market |
| 5. | Vladimer Papava | Economies of the Post-Communist Countries Under the Threat of Zombification |
| 6. | Maria Popescu | EU security of energy supply and international cooperation |

**Papers presentations – Parallel Sessions**

**Section II: Business Economy and Administration**

***Subsection: Economic and Social Studies***

Moderators:

NIȚU Oana, PhD.

MUNTEANU Irena, PhD.

ILIE Constantin, PhD.

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| No. | Author(s) | Title |
| 1. | Maha Liviu-George, Herţug Iulian | - Controverse teoretice privind Responsabilitatea Sociala Corporativa |
| 2. | Adina Moise-Titei | - How Strong is the Correlation between GII and GEI? |
| 3. | Burghelea Cristina, Bălăn Mariana, Vuţă Mariana | - Minimum Wage Increase in a Competitive Economy |
| 4. | Colomeischi Tudor, Iancu Eugenia | - Considerations on Several Ways of Evolution of Public Pension System in Romania After 1990 |
| 5. | Constandache Mihaela, Nenciu Daniela - Simona, Stanciu Anca-Cristina | - Features of E-Commerce in Romania |
| 6. | Dima Teodor | - The Influence of the Financial Crisis on European Club Football |
| 7. | Dragomir Georgeta, Dragomir Stefan | - Optimizing Management Costs of Waste Collection in the South-East Development Region of Romania |
| 8. | Gheorghiu Gabriela | - National Approaches to Consumer Problems – The Information Model |
| 9. | Ghita Simona, Titan Emilia, Manea Daniela | - A Retrospective Look on the Ports Sector in Romania Before and After the Global Financial Crisis |
| 10. | Ghiuță Ovidiu-Aurel | - The Motivations of Electoral Absenteeism |
| 11. | Iacob Oana Camelia, Volintiru Ana Maria, Hohan Silvia | - Economic effects of tax evasion |
| 12. | Iancu Eugenia, Burciu Aurel, Kicsi Rozalia | - Innovative Economy and Knowledge Society Vectors |
| 13. | Ilie Margareta, Ilie Constatin | - Analysis of Tourist Accommodation Establishments and Resident/Non-resident Tourist in Romania between 2002 and 2013 |
| 14. | Ionica Oncioiu | - INNOVATION AND MARKET VALUE OF FIRMS – A CHALLENGE OF A CHANGING ROMANIAN SMEs |
| 15. | Lazar Cristina, Nancu Dorinela | - The Analysis of the Organizational Learning Processes in Local Organizations |
| 16. | Lungu Ion, Stancu Ana - Maria Ramona | - Modeling a Product Launching Process Based on a Decision Tree |
| 17. | Mihai Mihaela | - Impact of Economic Crisis on Education |
| 18. | Moise-Titei Adina | - The Gender Equality Index and the Gender Gaps for EU Countries |
| 19. | Moraru Camelia, Popovici Norina | - Analysis of Fiscal Policy Measures during 2005 - 2013. The Case of Romania |
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| 21. | Neagu Olimpia | - Some Reflections on Knowledge Management within NGOs |
| 22. | Nenciu Daniela - Simona, Constandache Mihaela, Condrea Elena | - Analysis of Tourism Offer and Traffic Manifested at Constanţa County Level During the Period 2005 – 2013 |
| 23. | Nicolescu Ana-Cristina, Lobonț Oana Ramona, Homorodean Ana-Patricia | - Business and Sustainability in Romania |
| 24. | Pandele Adina Laura | - The Transport of Goods and People. Aspects of Civil Liability Insurance |
| 25. | Ristea Bianca, Maşcu (Uda) Mihaela, Dudan Anghelina | - Financing the Romanian Decentralized Educational System: International Projects Contribution |
| 26. | Sintea (Anghel) Lucica | - Evolution and Determining Risks in an Entity through Methods Adapted to Economic Vulnerability |
| 27. | Urziceanu Ramona-Mihaela | - The Formation of the Incomes and their Social Significance |

***Subsection: Marketing – Management***

Moderators:

POPOVICI Norina, PhD.

MORARU Andreea-Daniela, PhD.

ILIE Margareta, PhD.

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| No. | Author(s) | Title |
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| 3. | Asalos Nicoleta, Dinu Laurentiu, Vasile Iulian | - A Way to Rise Competitiveness in Textile Industry According toInnovation-Research-Development |
| 4. | Blagorazumnaia Olga, Muntean Vlad | - Remarketing as a Tool of Online Advertising |
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| 7. | Ciabuca Alina | - Identifying Strategies to Market Police Image in the Media |
| 8. | Cotîrlea Denisa Adriana | - From Place Marketing to Place Branding within the Nation Branding Process: a Literature Review |
| 9. | Daneci-Patrau Daniel, Neacsu Gabriela | - The Conceptual Framework of the Reward System in a Simulated Enterprise in the Hotel Industry |
| 10. | Dragomir Cristina, Utureanu Simona | - Development of Maritime University-Maritime Industry Relationships in the “E” Era – Comparison Between Danish and Romanian Maritime Cluster |
| 11. | Irina Ioana | - Elements of Novelty in Corporate Reputation Research |
| 12. | Jugănaru Mariana, Jugănaru Ion Danut | - The Social-Economic Characteristics of a City and Their Influence on Education |
| 13. | Molcuţ Alin, Văsuţ Elvira | - An analysis of the process of sport performance management |
| 14. | Munteanu Anca-Ioana | - What Means, in This Period, The Human Resources Strategy in an Organization? |
| 15. | Nicorescu Elisabeta, Păun Oana, Păun Sorin | - Motivation and Work Behavior the Meaning of Motivation |
| 16. | Nitu Oana, Nitu Claudiu Valentin, Tileaga Cosmin | - Social Media - Return On Investment |
| 17. | Popovici Norina, Moraru Camelia | - Organizational Culture – Essential Aspects. Casy Study : Turkish Airlines |
| 18. | Pricop Oliver Constantin, Robu Alexandru Dragoș | - Loyalty Marketing: Attracting and Retaining Customers and Workers |
| 19. | Romanescu Marcel Laurentiu | - Modern Methods of Identification of the Risk in Romanian Management |
| 20. | Romanescu Marcel Laurentiu | - Influence in the Organization's Strategic Business Management of the Firm under the Conditions of Globalization |
| 21. | Roxana Voicu-Dorobanțu | - Territorial Capital and Innovative Entrepreneurial Ecosystems – A Theoretical Approach |
| 22. | Sanda Gheorghe Gabriel, Enea Constanta, Enea Constantin | - Organizational Culture - Synthesis Particularities Give Personality And Dignity Of Each Human Group |
| 23. | Stoica (Mihali) Ana-Maria | - Marketing Specific Communication – A Support in Establishing the Connection with the Personnel of the Organization |
| 24. | Utureanu Simona, Dragomir Cristina | - Airlines Alliances – Burst of Benefits or Competition Threats? |
| . 25. | Dan Gheorghe | THE PERSPECTIVE OF GOODS DISTRIBUTION AND LOGISTICS |

***Subsection: Finance and Accounting***

Moderators:

ASALOȘ Nicoleta, PhD.

DUHNEA Cristina, PhD.

GEORGESCU Cristina, PhD.

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| 27. | Nicolae Traian Cristin | - Accounting for Share-based Payments and Fair Value Measurement |
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| 34. | Săveanu Cristina | - Romanian Macroeconomic Vulnerability in Terms of Credit Risk – a Restructuring Procedures Perspective |
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| 38. | Stoica Anamaria, Buculescu (Costică) Maria Mădălina | - The Evolution of the Fair Value Accounting – A Response to the Global Financial Crisis |
| 39. | Trandafir Raluca-Andreea | - Using the “Efficient Frontier” in Analyzing the Activity of a Sample of Hotels from the Romanian Seaside |
| 40. | Trandafir Raluca-Andreea, Mirea Marioara | - Measurement Indicators of the Value Creation within a company from the Romanian Seaside Hotel Industry |
| 41. | Trăistaru Diana Andreea | - The Convergence of Accounting Standards: a Continuous Concern |
| 42. | Tudose Geanina Gabriela, Petroianu Grazia-Oana | - Governance Code - Solution to a Better Corporate Life |
| 43. | Ţiţan Alexandra Gabriela | - Confidence Indexes and Their Influence on Macroeconomic Information on the Romanian Market |
| 44. | Văidean Viorela Ligia, Maşca Simona Gabriela | - Determinants of Romania's Public Healthcare Expenditure. A Quantitative Approach. |
| 45. | Velicescu Nicolae Bogdan | - Accounting and Tax Treatment of VAT Collection |
| 46. | Vezure Oana Sabina, Lupulescu-Căruntu Roxana Corina | - INDICATORS FOR MEASURING THE EVOLUTION OF LOCAL BUDGET EXPENDITURE AT THE NATIONAL LEVEL, WITHIN THE 2006-2012 |