**“OVIDIUS” UNIVERSITY OF CONSTANŢA**

**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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* Associate Professor IONEL, Marian, PhD., “Ovidius” University of Constanta
* Associate Professor LAZĂR, Cristina, PhD., “Ovidius” University of Constanta
* Associate Professor MUNTEANU, Irena, PhD., “Ovidius” University of Constanta
* Associate Professor POPOVICI, Norina, PhD., “Ovidius” University of Constanta
* Associate Professor UTUREANU, Simona, PhD., “Ovidius” University of Constanta

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* Associate Professor MOISE TITEI, Adina, PhD.
* Associate Professor NIŢU, Oana, PhD.
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* Lecturer HORGA, Gabriela Maria, PhD.
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* Lecturer MICU, Angela , PhD.
* Lecturer MORARU, Andreea-Daniela, PhD.
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* Lecturer ŞORICI, Costin, PhD.
* Lecturer ANTOHI, Ionuţ, PhD. Student
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* Teaching Assistant IONESCU, Alexandra, PhD. Student
* Teaching Assistant NANCU, Dorinela, PhD. Student

**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, ConstantaSenate 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.

|  |  |  |
| --- | --- | --- |
| 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 |
| 20.  | Neagu Olimpia |  - There Is a Connection between Wages and Human Capital in Romania? |
| 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 |
| 1.  |  Tampa Mircea, Voicu-Dorobanțu Roxana  |  - Innovation in Business Strategies in the Cosmetic Industry to Address the MicroTrend of Sun-Haters |
| 2.  | Anastase (Bădulescu) Ileana , Andrusca Maria Carmen |  - Management and financial crisis effects in the period 2005 - 2009 in Romania  |
| 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 |
| 5.  | Cătălin Grădinaru, Sorin-George Toma |  - Results-oriented educational leadership |
| 6.  | Cârstea Gheorghe, Păun Oana, Păun Sorin |  - New Approaches of Supplier Relationship Management  |
| 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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| No. | Author(s) | Title |
| 1.  |  Caratas Maria Alina, Spatariu Elena Cerasela |  - Innovative Techniques in Internal audit |
| 2.  |  Caratas Maria Alina, Spatariu Elena Cerasela |  - What’s the main role of the Internal Audit in the Corporate Governance of a firm? |
| 3.  | Afrăsinei Mihai-Bogdan  |  - The double tax treaties signed by the EU member states with tax haven jurisdictions |
| 4.  | Asalos Nicoleta |  - The Financial Crisis and its Implications on the Balance Indicators in the Banking System. Case Study |
| 5.  | Avram Alexandru, Heteș Roxana, Crâșneac Alexandru |  - Fiscal and Monetary Policies’ Impact on Investment in Romania |
| 6.  | Buculescu (Costică) Maria Mădălina, Stoica Anamaria |  - SMEs Financial Reporting in European Union: steps towards a more harmonized reporting |
| 7.  | Caruntu Constantin |  - The Balanced Scorecard and its Importance for the Assessment of the Global Performance |
| 8.  | Cibotariu Irina-Ştefana |  - Conceptualization of Public Policy on Employment Stimulation in Romania |
| 9.  | Condrea Andrei, Mouriès Alexandre |  - The Financial Analysis of Citizens Financial Group, Inc.TM  |
| 10.  | Constantin Laura-Gabriela |  - Online Disclosing Information on the Catastrophe Bonds Transactions – a European Perspective |
| 11.  | Cuceu Ionuţ - Constantin , Văidean Viorela Ligia |  - Considerations on VAT Efficiency and VAT Evasion |
| 12.  | Danila Alexandra, Horga Maria-Gabriela, Negrea Alexandru |  - Credit Scoring Model for Calculating Firm Financial Performance |
| 13.  | Dăucianu (Avram) Mihaela |  - IAS 29"Financial Reporting in Hyperinflationary Economies" - Analysis and Implications of Accounting, Tax and Legal |
| 14.  | Elena Dobre |  - Valuation techniques in fair value measurement |
| 15.  | Georgescu Floarea |  Concept performance between theory and practice |
| 16.  | Guni Claudia Nicoleta, Munteanu Victor |  - The Group of Companies and the Consolidated Financial Statements in Romania - Convergence and Harmonization |
| 17.  | Guni Claudia Nicoleta, Munteanu Victor |  - Theoretical Delimitations and Positioning of the Performance of Group Companies |
| 18.  | Horga Maria-Gabriela, Danila Alexandra |  - Measuring Tax Gap on Income Tax and Social Contributions: Romania's Case |
| 19.  | Ionescu Alin, Tudoreanu Petru |  - Corporate Governance Dimensions and Financial Structure of the Companies in European Developing Countries |
| 20.  | Irena Munteanu |  - Competition Structures and Trends in The Banking System of Romania |
| 21.  | Jeflea Maria Antoneta |  - A Study of Pseudo MTL-Algebra of fractions and maximal pseudo MTL-algebra of quotients |
| 22.  | Lupulescu-Caruntu Roxana Corina, Caruntu Andreea Laura, Vezure Oana Sabina |  - Trends and Policies Promoted in Public Debt Management |
| 23.  | Mașca Ema |  - Limitations of Accounting Conservatism Research in Europe: Ante and Post IFRS Adoption  |
| 24.  | Mihălţan Delia Corina, Vitan Daniela |  - Motivation of Revenue Specificity in Non-profit Organizations |
| 25.  | Mocanu Mihaela |  - Controlling in Romania. A Literature Review |
| 26.  | Nichita Elena Mirela |  - Linguistic Issues Regarding the Financial Reporting in Romania |
| 27.  | Nicolae Traian Cristin |  - Accounting for Share-based Payments and Fair Value Measurement |
| 28.  | Nitu Oana, Nitu Claudiu Valentin, Tileaga Cosmin |  - Saving In Foreign Currency  |
| 29.  | Paunescu Mirela |  - The Impact of Financial Crisis over the Audit Reports Issued for Listed Companies in Romania |
| 30.  | Paunică Mihai, Honu Monica-Veronica |  - Crisis Influence over the Aviation Market Segment |
| 31.  | Păiuşan Luminiţa , Boiţă Marius |  - Financial investments in emerging economies  |
| 32.  | Pepi Mitica |  - Regulatory Accounting When Securities Markets Are Stressed |
| 33.  | Sălișteanu (Ștefan) Simona - Florina |  - Aspects Regarding the Accounting Information |
| 34.  | Săveanu Cristina |  - Romanian Macroeconomic Vulnerability in Terms of Credit Risk – a Restructuring Procedures Perspective |
| 35.  | Seria Crina |  - Internal Audit and Relevance Within Companies |
| 36.  | Sh.A.Khalilov |  - THE APPLICATION OF IFRS STANDARDS (IAS) IN UZBEKISTAN |
| 37.  | Stefan Liviu, Păunică Mihai |  - Performance Audit of Resource Utilization During the Economic Crisis |
| 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 |