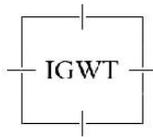




“OVIDIUS” UNIVERSITY OF CONSTANȚA
FACULTY OF ECONOMIC SCIENCES



Internationale
Gesellschaft für
Warenwissenschaft und
Technologie (IGWT)



Odessa National
Maritime University,
Ukraine

THE INTERNATIONAL CONFERENCE
“GLOBAL ECONOMY UNDER CRISIS”

- 4th Edition -

3rd – 4th December, 2015

Constanța, Romania

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Conference Program

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

3rd December, 2015

11.30-12.00	Participants registration	Senate Room, Campus (A) 1 st Floor
12.00-12.30	Welcoming Speech Elena Cerasela SPĂȚARIU, PhD, Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta Sorin RUGINĂ, PhD, Rector, “Ovidius” University of Constanta Ion BOTESCU, PhD, President of the Senate, “Ovidius” University of Constanta	Senate Room, Campus (A) 1 st Floor
12.30- 14.00	Round Table “Macroeconomic Policies and Equilibria”	Senate Room, Campus (A) 1 st Floor
15.00	Gala Lunch	Zodiac Restaurant, 184B, Al. Lăpușneanu Blv., Constanța

4th December, 2015

10.00-11.30	Papers presentations – Parallel Sessions Section 1 Senate Room, Campus (A) 1st Floor Section 2 Room E146, Campus (A) 1st Floor	
11.30-12.00	Coffee break	
12.00-13.30	Papers presentations – Parallel Sessions Section 1 Senate Room, Campus (A) 1st Floor Section 2 Room E146, Campus (A) 1st Floor	

Papers presentations – Parallel Sessions

Section I:

International Affairs and European Integration

Session Chairs:

Simona-Luize UTUREANU, PhD

Oana NIȚU, PhD

Room E146, Campus (A), First floor

Subsection I.1. International Affairs

- | | |
|--|---|
| 1. Benchea Laura-Ramona | Islamic Economics and Finance-a Revival after the Recent Global Financial Crisis? |
| 2. Botescu Ion | The Crises under the Globalization of the World Economy |
| 3. Brasoveanu Florica, Anechitoae Constantin | The Principle of Peaceful Settlement of International Disputes |
| 4. Buzarna-Tihenea (Galbeaza) Alina | Several Aspects Regarding the Specialized Translation of Medical Texts. From Theory to Practice |
| 5. Căzănel Maria | The Structure, Characters and Effects of Legal Rights Potestative |
| 6. Frecea Georgiana-Loredana | CSR Crystallization in the Financial System: The World Bank Model |
| 7. Surugiu Farkas Ioana, Just Vanessa, Bartels Andreas | Developing Sustainable Human Resource Management in a Shipping Company - A Study Case |
| 8. Toma Sorin-George, Marinescu Paul, Cosmin Stefan | Towards a New World Economic Order |

Subsection I.2. European Integration

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| 1. Enea Constanta, Enea Constantin | Public Power - Economic Stake of Romanian Tourism |
| 2. Enea Constanta, Enea Constantin | Romania's EU Advantages Integration |
| 3. Ghita Simona, Boboc Cristina, Manea Daniela | Does Youth Migration for Education Have an Impact on Permanent Migration Decision? Case Study on Bessarabian Students in Romania |
| 4. Grecu Mihaela, Titan Emilia | Statistical-Based Insights in Migration Process |
| 5. Ionescu Gr. Ion | Analysis about the European shipping and payment trends 1985 – 2015 |
| 6. Marian Alexandru | The Right to a Fair Trial among the Procedural Rights |
| 7. Marian Alexandru | The Independence of the Law Court |

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| 8. Meiță Nela Loredana, Popescu Jenica | Empirical study on the correlation between the RDP and the amount of funds allocated by the tractors and main agricultural machines in 2009 - 2013 |
| 9. Schipor Constantin | A Region of Welfare and a New Path for Europe |

Subsection I.3. Regional Development Strategies

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|-------------------------------|---|
| 1. Iordanoaia Florin | Strategies for Sustainable Development of River Transport in Europe |
| 2. Serbănel Cristiana - Ioana | Romania's Electrical and Optical Equipment Industry Position on Global Value Chain in 2001-2011 periods |

Papers presentations – Parallel Sessions

Section II:

Business Economy and Administration

Session Chairs:

Elena Cerasela SPĂTARIU, PhD

Margareta ILIE, PhD

Senate Room, Campus (A), First floor

Subsection II.1. Marketing – Management

- | | | |
|-----|---|--|
| 1. | Anastase (Badulescu) Ileana, Grigoriu Cornel | Innovative and Technological Transfer – a Requirement for Ensuring Economic Development |
| 2. | Barbulescu Oana | Clusters as a Tool for Development in the Wine Industry |
| 3. | Bîrsan Alexandru, Shuleski Darko, Cristea Crina Veronica | Bilbao Effect – Presentation, Examples, Perspectives |
| 4. | Daneci Patrau Daniel, Arsenie Andreea | Theoretical Approaches and Practical Aspects on the Financial Management of a Local Public Institution |
| 5. | Dascălu Elena Doina, Nasta Laura, - | Managerial Accountability – a Key Factor in the Implementation of Internal Control Systems |
| 6. | Dragomir Cristina, Utureanu Simona | Considerations on Ship Management and Current Changes in Maritime Transport |
| 7. | Grigorescu Adriana, Condrea Elena, Bradley Christopher De Freitas | Quality Management in Health Care System |
| 8. | Ionita Roxana Mihaela | Strategic Alternatives Adopted by Travel Agencies to Develop Tourism Services |
| 9. | Iorgulescu Maria-Cristina | A Look at Managers’ Perception of the Innovation Activity in the Hotel Industry in Romania |
| 10. | Iorgulescu Maria-Cristina | The Quality of Hotel Services in Romania: an Application of the Servqual Model |
| 11. | Kompalla Andreas, Kopia Jan | Characteristics of Business Strategies and Management Systems within Automotive Industry |
| 12. | Madar Anca, Neacșu Nicoleta Andreea | Study regarding Consumer Protection and Satisfaction on Tourism Services market. Case study: Romania versus France |
| 13. | Marinescu Paul, Toma George-Sorin, Ștefan Cosmin-Alexandru | Leadership for the Virtual Age |
| 14. | Mateescu Ruxandra Maria, Lange Steffen, Heinemann Bastian | The Role of Process Interactions Management in Ensuring Business Sustainability |
| 15. | Micu Angela-Eliza, Capatîna Alexandru | Managing Online Brand Identity: the Case of Two Pure Players |
| 16. | Muhcina Silvia, Popovici Veronica | Few Aspects Concerning the Marketing Particularities in Healthcare Services |
| 17. | Munteanu Adina Roxana | The dynamics of Organically Certified Operators in Romania Between 2012 and 2014 |

18.	Neacsu Nicoleta Andreea, Barbulescu Oana	Quality Strategies used by Market Leader in the Competitive Coffee
19.	Petac Eugen	About Security Solutions for Fog Computing
20.	Podasca Raluca	The Role of the Forecast in the Company’s Management
21.	Podasca Raluca	Cobb-Douglas Model Used in the Analysis of Enterprise’s Performance
22.	Popovici Norina, Moraru Gheorghe, Moraru Camelia	Communication Style: Mirror of Individual’s Behavior
23.	Serban Andrei Ionut	The Success Factors for Integrating Business Process Reengineering and Total Quality Management
24.	Teodorescu Ioana, Vasile Viorel	Landing Pages Features to Attract Customers
25.	Utureauu Simona, Dragomir Cristina	Traditional versus Emergent Methods used in Personal Learning Environments

Subsection II.2. Finance and Accounting

1.	Barna Flavia, Năchescu Miruna, Șeulean Victoria	Takaful Insurance and its Development Perspectives
2.	Bobîțan Nicolae, Dumitrescu Diana	Interviewing as Investigative Technique Used by Forensic Accountants
3.	Briciu Sorin, Ofileanu Dimi	Possibilities of Using the Typical Survey in Audit
4.	Bătrâncea Larissa	Ab initio: A historical Perspective on Accounting
5.	Chirculescu Maria Felicia, Bușan Gabriela	Various Approaches to Economic Development and Fiscal Policy for the European Union Member Countries
6.	Ciurlău Loredana, Căruntu Genu Alexandru	The Role of Foreign Banks in Ensure Performance the Romanian Banking System
7.	Căruntu Genu Alexandru, Ciurlău Loredana	Annual Financial Statements and the Financial Information Supply
8.	Cărăușu Dumitru-Nicușor	Capital Market Efficiency in CEE Countries
9.	Dascălu Elena Doina, Nasta Laura, -	Efficiency of Tax Claims Collection through Foreclosure
10.	Dindiri Carmen Maria, Drăgan Cristian, Brabete Valeriu	Accountancy and Management of Human Resources Employed on Subsidized Places - Young Graduates -
11.	Dreghiciu Andreea Elena	The Revaluation of Tangible Assets Aspects

12.	Drăgan Cristian, Mihai Magdalena, Dindiri Carmen Maria	Accounting and Tax Challenges Regarding the Joint Ventures
13.	Găban Lucian	Financing Policies in the Romanian SMEs
14.	Guni Claudia Nicoleta	The Relation Corporate Governance - Financial Communication Social - Responsibility to the Level of the Group of Companies
15.	Găban Lucian	Financial Autonomy in Local Romanian Administration
16.	Ioana Pleșcău	Defining and Measuring Bank’s Equity Risk: Evidence from the Erste Bank Group Romania
17.	Lăpăduși Mihaela Loredana	Indicators of Current Assets that Succinctly Express the Performance of their Use
18.	Măcsim Florin-Alexandru, Oprea Florin	Do Fiscal Constrains Actually Work in the EU?
19.	Manea Marinela - Daniela	Preoccupations and Tendencies within the Romanian Accounting Space Regarding the Capitalization of Intangible, Incorporate Assets owned by Companies in the International Context of Integrated Reporting
20.	Mihai Gabriel Marcel	Social Capital Increase Procedure of the Joint Stock Company by Debt Conversion
21.	Mihai Luiza - Corina	The Economic Impact of Collective Dismissal Procedure Performed at the Level of Insolvent Employers
22.	Mirea Marioara, Munteanu Ionela	"The Corporate Governance of Public Entities in Romania – Necessity or Formality?"
23.	Murgea Aurora	January Effect and Market Conditions: a Case of Romania
24.	Murgea Aurora	Holliday Effect in Contemporary Capital Markets
25.	Negoescu Gheorghe, Florea Andrei-Mirel, Diaconu Aurora Aurelia	BITCOIN Currency - Methods of Adapting to the Economic Crisis
26.	Nicolae Traian Cristin	The Accounting Model for Calculating Performance of Entities and Share Based Payments
27.	Ofileanu Dimi	Considerations Regarding Lean Approach Within Management Accounting
28.	Pepi Mitica	The quality of Financial Reporting and Corporate Governance
29.	Popa Nicu, Popa Adriana Florina	The Impact of Accounting and Fiscal Regulations on Corporate Income Tax Information Provided to Stakeholders
30.	Rus Mircea Iosif	The Impact of Funding Research and Development Activities through the Core Programme
31.	Traistaru Diana Andreea	Ethics and Morality in the Accounting Profession

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17. Vasile Costin Mihai Eco-theology-Church's Solution on Humankind's Environmental Issues
 18. Vasile Costin Mihai The Secularization of the contemporary society and Holy Church's attitude toward this phenomenon
 19. Vitan Daniela Statistical Information Valences Concerns the Economic Records at the University Level
 20. Voiculeț Alina, Belu Nicoleta Dimensions of World Food Issue in the Ecological Crisis