

OVIDIUS UNIVERSITY OF CONSTANTA



FACULTY OF ECONOMIC SCIENCES

in collaboration with



ODESSA NATIONAL MARITIME UNIVERSITY, UKRAINE
FACULTY OF ECONOMICS AND MANAGEMENT

and

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ASOCIAȚIA HOLISTIC RESEARCH ACADEMIC

presents

THE INTERNATIONAL CONFERENCE

Present

Issues of

Global

Economy



- 15th Edition -

June, 7th – 9th 2018

Constanța, ROMÂNIA



*International Conference
“Present Issues of Global Economy”, 15th Edition
June, 7th – 9th 2018*

SCIENTIFIC COMMITTEE

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- Stefano AZZALI, Università degli Studi di Parma, Italy;
- Gustavo BARRESI, Università degli Studi di Messina, Italy;
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- Ahmet SENGONUL, Cumhuriyet Üniversitesi, Sivas, Turkey;
- Maia UKLEBA, Guram Tavartkiladze Teaching University, Georgia;
- Paula Diane Corina VANCEA, “Ovidius” University of Constanța, Romania;
- Răzvan ZAHARIA, Bucharest University of Economic Studies, Romania;



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Gabriela GHEORGHIU

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Cristina Elena GEORGESCU
Dorinela NANCU
Norina POPOVICI
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Conference Program

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

7th June, 2018

After 14.00 **Participants arrival**

8th June, 2018

11:30 - 12:00 **Participants registration** Senate Room,
Campus (A) 1st Floor

Welcoming Speech

Sorin RUGINĂ, PhD.,
Rector, “Ovidius” University of Constanta

Elena Cerasela SPĂȚARIU, PhD.,
Dean, Faculty of Economic Sciences,
“Ovidius” University of Constanta

12:00 - 12:30 **Ion BOTESCU, PhD.,** Senate Room,
President of the Senate, Campus (A) 1st Floor
“Ovidius” University of Constanta

Diane Corina VANCEA, PhD.,
Vice Rector,
“Ovidius” University of Constanta

Nicolae ISTUDOR, PhD.
Special Guest,
Rector, The Bucharest University of Economic Studies

Plenary session

12:30 - 13:30 Paper presentations:
Dorel PARASCHIV, PhD., Senate Room,
Vice Rector for Business Environment., Campus (A) 1st Floor
The Bucharest University of Economic Studies

Adela BÂRA, PhD.,
Professor, The Faculty of Economic Cybernetics,
Statistics and Informatics,
The Bucharest University of Economic Studies

13:30 - 14:30 **Doctor Honoris Causa Award Ceremony**
Nicolae ISTUDOR, PhD. Senate Room,
Rector, Campus (A) 1st Floor
The Bucharest University of Economic Studies



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15:00 - 17:00 Festive Lunch

Zodiac Restaurant,
184B, Al. Lăpușneanu
Blv., Constanta

Round Table

“Same River, Same Rules” - Improvement and Harmonization of Port Administration Processes Along the Danube (activity organized in the framework of “Danube Ports Network” Project - DAPhNE, DTP 1-196-3.1.)

Moderators:

Diane Corina VANCEA, PhD., Project coordinator,
Partner “Ovidius” University of Constanta

Ion BOTESCU, PhD., Researcher,
Partner “Ovidius” University of Constanta

Senate Room,
Campus (A) 1st Floor

17:00 - 19:00

Papers presentations – Parallel Sessions

Sections: - Marketing-Management
- Finance – Accounting

Sections: - International Affairs
- Regional Development, Integration
and Globalization
- Economic and Social Studies

Business Administration
Research Centre - E146
Room, Campus (A)
1st Floor

“Costin Murgescu” -
E204 Room, Campus
(A) 2nd Floor

9th June, 2018

Workshop on

Tools and Instruments in Competitive

Intelligence (activity organized in the framework of Erasmus+ Programme - Strategic Partnership Project “Business and Competitive Intelligence for Entrepreneurship” - CIEN, 2016-1-RO01-KA203-024798)

Moderators:
Dorel PARASCHIV, PhD., Project Manager,
The Bucharest University of Economic Studies

Senate Room,
Campus (A) 1st Floor

8:30 - 11:30

Papers presentations – Parallel Sessions

Sections: - Marketing-Management
- Finance – Accounting

Sections: - International Affairs
- Regional Development, Integration
and Globalization
- Economic and Social Studies

Business Administration
Research Centre - E146
Room, Campus (A) 1st
Floor

“Costin Murgescu”-
E204 Room, Campus (A)
2nd Floor

11:30 - 12:00

Closing Conference Session
Conclusions. Official Closing Session

Senate Room,
Campus (A) 1st Floor

After 12:00 Trip and Lunch



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Section 1. International Affairs

Session Chair:

Location:

Norina POPOVICI, PhD.
Simona UTUREANU, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

“Costin Murgescu” - E204 Room,
Campus (A) 2nd Floor

Bonta (Mitea) Liana-Antonela	<i>Federal Reserve Response to the 2007 Financial Crisis. Monetary policy instruments</i>
Bonta (Mitea) Liana-Antonela	<i>A Comparative Analysis of FED and ECB Reactions to the Global Financial Crisis</i>
Chidi Ndubuisi Olunkwa, Shobande Olatunji Abdul	<i>Capital Flow Components and Industrial Sector Performance in Nigeria</i>
Florea Iulia Oana	<i>Economic Fraud in International Business: Forms and Implications</i>
Frecea Georgiana-Loredana	<i>Legal or Discretionary CSR: The Directive 2014/95/EU Analysis</i>
Harun Ercan, İlhami Karahanoğlu	<i>Should Budapest Stock Exchange Market Investors Be Afraid of Brexit: A Wavelet Coherence Analysis</i>
Koblianidze Tamar, Kochlamazashvili Lela, Chakhunashvili Tamar	<i>Healthcare System and Problems of Medical Personnel in Georgia</i>
Mesagan Ekundayo Peter, Omojolaibi Joseph Ayoola, Umar Dominic Ikoh	<i>Trade Intensity, Energy Consumption and Environment in Nigeria and South Africa</i>
Năstase Luiza Loredana	<i>China: Current Position and Opportunities</i>
Năstase Luiza Loredana	<i>Trump's Economy: A Brief Macroeconomic Analysis</i>
Olatunji Abdul Shobande, Ibrahim Lanre R	<i>Do Financial Inclusion Drive Boom-Bust Cycles in Africa?</i>
Platon Nicolae	<i>E-tourism as a Component Part of International Trade of Services</i>



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Section 2. Regional Development, Integration and Globalization

Session Chair:

Location:

Gabriela GHEORGHIU, PhD.
Veronica POPOVICI, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

“Costin Murgescu” - E204 Room,
Campus (A) 2nd Floor

Aivaz Kamer-Ainur	<i>Delineating the Tourism Profile of the EU Countries in Terms of Length of Stay using the Correspondence Factor Analysis Method</i>
Bâra Adela, Oprea Simona Vasilica, Preoșescu Dan	<i>Data Management for Photovoltaic Power Plants Operation and Maintenance</i>
Caprita Elena Diana	<i>Post 2020 CAP. The Future Starts Now</i>
Gheorghe Paul, Munteanu Gabriela Iuliana	<i>Company Competitiveness in Sustainable Conditions</i>
Gheorghiu Gabriela, Spătariu Elena Cerasela, Carataș Maria Alina	<i>The EU General Data Protection Regulation (GDPR) Implications for Romanian Small and Medium-Sized Enterprises</i>
Marcu Laura, Tănase Loredana Cristina	<i>Employment Rate and Gender Employment Gap in Romania in the Context of Europe 2020 Strategy</i>
Mihai Olesia	<i>Exploratory Study of Evaluative Techniques Used in Regional Development Literature</i>
Nancu Dorinela	<i>Structural Business Statistics regarding the Small and Medium Sized Enterprises Sector</i>
Oprea Simona-Vasilica, Bâra Adela, Elefterescu Luminița	<i>Decision Support System Design for Photovoltaic Systems Operation and Maintenance by Using Big Data technologies</i>
Toma Sorin-George, Saseanu Andreea	<i>The World's Smartest City in the Metropolitan Century</i>
Voiculeț Alina	<i>The Evolution of Transnational Mergers and Acquisitions</i>



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Section 3. Economic and Social Studies

Session Chair:

Location:

Adina MOISE-ȚIȚEI, PhD.
Sorinel COSMA, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

“Costin Murgescu” - E204 Room,
Campus (A) 2nd Floor

Aivaz Kamer-Ainur	<i>Survey on the Distribution of the Number of Domestic Trips Taken in the EU Countries in Terms of Length of Stay</i>
Anastase (Badulescu) Ileana, Dima Adriana, Dudan Anghelina	<i>Factors Generating Financial Crises</i>
Bran Violeta, Ustinescu Gheorghe	<i>Reflections on the Phenomenon of Desertification and its Influence on the Natural Ecosystems in Romania</i>
Buicli Olga	<i>The Behavior of Human Resources on the Labour Market in the Republic of Moldova</i>
Buzarna-Tihenea (Gălbează) Alina, Nădrag Lavinia	<i>The Advantages of Authentic Materials in the ESP/EFL Classroom: Newspapers</i>
Dobre I. Claudia, Rasauteanu I. Costin	<i>Implications of Welfare States on Human Development</i>
Dragomir Cristina, Utureanu Simona	<i>Gender in Maritime Transport - A Scientific Literature Overview</i>
Dumitrașcu Elena	<i>Syntactic Condensation - One of the Features of Specialized Languages</i>
Ionel Marian	<i>The Services and Employment in Romania</i>
Ionel Marian	<i>The Ecotourism in Romania</i>
Iurian Sergiu-Dan, Jaradat Mohammad	<i>Refugee or Migrant Status? What Can We Expect Next?</i>
Jaradat Mohammad, Iurian Sergiu-Dan	<i>Legal and Illegal Migration in the EU. Implications Regarding European Labor Market. What Does the Future Has to Offer?</i>



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Jugănaru Mariana	<i>A Method for Shaping the Tourism Profile of the EU Countries According to the Structure of Tourist Expenditures in 2016</i>
Marinescu Cristian, Mircioi (Valimareanu) Ileana	<i>Current Vulnerabilities of Economic Security in Romania</i>
Mateescu Mihaela, Muscalu Sabin, Bozga Raluca	<i>Mathematical Model for the Study the Romanian Industry Evolution</i>
Moraru Camelia, Popovici Norina	<i>The Evolution of Wage in Romania</i>
Nădrag Lavinia, Buzarna-Tihenea (Gălbează) Alina	<i>Innovative Methods for Assessing Students' Performance in the ESP Classroom</i>
Neagu Oana Maria	<i>How Apple Group Succeeded to Avoid Billions of Euros in Taxes by Shifting Profits into Subsidiaries from Ireland</i>
Nica Maria, Stoian Mirela	<i>Foreign Trade in Agri-food Products - Current Approaches</i>
Nițu Maria	<i>Tax Evasion: Concept, Causes and Forms at the Macro and Microeconomic Level</i>
Popa Florina	<i>Aspects on Practice of Concession in the Romanian Economy in Inter-War Period</i>
Popovici Veronica, Toma Andreea Raluca	<i>Convergence of Romanian and Europe Union Agriculture - Evolution and Prospective Assessment</i>
Sandu Christiana Brigitte, Darabă Gabriel, Jaba Elisabeta	<i>Evaluation of the Duration of Unemployment Spells Using Kaplan-Meier Estimator. A Study on Botoșani County's Labor Market</i>
Stanciu Anca Cristina, Condrea Elena	<i>The Quality of Luxury Versus the Luxury of Quality</i>
Vintu Denis, Negotei Ioana Alina	<i>Analysis of Financial Stability: The Construction of a New Composite Financial Stability Index for Euro Area</i>
Zamfir Cristina Mihaela	<i>Pinpointing Patterns of Getting to Know Yourself and Others in Business: Metaprograms as Perceptual Filters on</i>



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Section 4. Marketing—Management

<i>Session Chair:</i>	<i>Location:</i>
Claudia Ioana DOBRE, PhD. Elena CONDREA, PhD. Faculty of Economic Sciences, “Ovidius” University of Constanta	Business Administration Research Centre, E146 Room, Campus (A) 1st Floor
Antohei Ionuț	<i>The Human Resources Management Practices in Romanian Companies - An Empirical Study</i>
Barbu Andreea, Militaru Gheorghe	<i>How Lifestyle, Professional and Financial Criteria Influence Students' Personal Vision to Become Entrepreneurs. Evidence from Romania</i>
Berea Cristi	<i>Negotiation Analysis. The Context</i>
Dinu Gabriel, Dinu Loredana	<i>The Influence of Social Groups on Consumer Behavior Online in the Resita City Population</i>
Furduescu Bogdan - Alexandru	<i>Negative Motivation</i>
Gheorghe Paul, Munteanu Gabriela Iuliana	<i>Brand Awareness in Increasing Competitiveness and in Creating the Competitive Advantage of the Company</i>
Horga Maria-Gabriela, Dănilă Alexandra	<i>Emotional and Social Intelligence in Leadership</i>
Jugănaru Ion Dănuț	<i>Using the Factor Analysis Method to Shape the Tourist Profile of Several European Countries by the Age Group of Tourists</i>
Jugănaru Ion Dănuț	<i>Analysis on the Distribution of Resident Tourists from 29 European Countries, by Age Groups, in 2016, using the</i>
Jugănaru Mariana	<i>Comparative Study on the Distribution of the Categories of Expenditures Made by Resident Tourists in the EU Countries in 2016</i>
Madar Anca, Neacșu Nicoleta Andreea	<i>How Can Companies Adapt to the Growing Competition?</i>



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Merlă Vladimir	<i>A Decade of Active Political Marketing on Social Media</i>
Merlă Vladimir	<i>Political Marketing’s Influence on Intra-party Democracy</i>
Micu Angela -Eliza, Necula Ramona Valentina	<i>Organizational Communication and Change Management. National Challenges and European Perspectives</i>
Moraru Andreea Daniela	<i>Trends and Challenges in Marketing Communications</i>
Moraru Andreea Daniela	<i>A Perspective on the Role of the Communication Mix in the Tourism Sector</i>
Neacșu Nicoleta Andreea, Madar Anca	<i>Strategies Applied to the International Freight Transport Market Case Study: Lufthansa</i>
Negoită Olivia Doina, Purcărea Anca Alexandra, Popescu Mirona Ana-Maria	<i>Predictors of Companies Preferences for Adopting a Proposed Marketing Strategy</i>
Negoită Olivia Doina, Purcărea Anca Alexandra, Popescu Mirona Ana-Maria	<i>A Model for Relational Marketing</i>
Pirvu (Mazilescu) Ionica-Diana, Lazar (Soare) Gabriela	<i>The Importance of Cultural Marketing in Evaluating Creative Personnel</i>
Petac Eugen, Duma Petruț	<i>Exploring the New Era of Cybersecurity Governance</i>
Platon Nicolae	<i>Use of the PESTEL Model in the Management of the Tourism Branch of the Republic of Moldova</i>
Popovici Norina, Moraru Camelia	<i>Outsourcing Management - Outsourcing Services Worldwide and in Romania</i>
Popovici Veronica, Muhcină Silvia, Popovici Alina-Lavinia	<i>Traditional versus Online Marketing for B2B Organisations: Where the Line Blurs</i>
Săseanu Andreea Simona, Toma Sorin-George	<i>Women in Business Leadership</i>



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Sirb Lucian, Molcut Alin, Nastor Flavius	<i>The Adoption of Marketing Decisions by Using Fuzzy Logic for Market Segmentation and Competitive Advantage Achieving. A</i>
Șerban Comănescu Adrian	<i>Mix Marketing and Its Importance in The Current Context</i>
Ștefan (Matei) Adriana	<i>The Quality of Tourism Products and Services in the Accommodation Units of Prahova County</i>
Ștefan (Matei) Adriana	<i>The “Customer Orientation” Principle is a Prerequisite for Increased Efficiency in Tourism</i>
Vasciuc (Săndulescu) Cristina Gabriela	<i>Changing Tendencies in the Commercial Society with Limited Liability Rafeba</i>
Vasciuc (Săndulescu) Cristina Gabriela	<i>The Necessity and Importance of Money in Time</i>
Zaif Alexandra, Cerchia Alina Elena	<i>The Influence of Brand Awareness and Other Dimensions of Brand Equity in Consumer’s Behaviour: The „Affordable Luxury” Strategy</i>
Zoltan Raluca, Vancea Romulus	<i>Group Communication, Performance and Satisfaction in Organizations</i>



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Section 5. Finance - Accounting

Session Chair:

Location:

Elena Cerasela SPĂTARIU, PhD.
Nicoleta ASALOȘ, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

Business Administration Research Centre,
E146 Room ,
Campus (A) 1st Floor

Caprian Cristina	<i>Particularities of Cost-Based Decisions in the Clothing Industry in Romania</i>
Carataș Maria Alina, Spătariu Elena Cerasela, Gheorghiu Gabriela	<i>Internal Audit Role in Artificial Intelligence</i>
Criveanu Radu Cătălin, Criveanu Maria Magdalena	<i>The Implications of not Correlating the Actual Fiscal Policy</i>
Dobre Elena, Petrașcu Daniela, Mițac Caudia Mirela	<i>The Liquidity Risk Management in the Romanian Banking System in the Reform Period</i>
Grigore Marian	<i>The Fiscal and Accounting Implications in the Case of Dissolved Companies. Theoretical and Practical Application to the Company MG SRL</i>
Iuga Iulia	<i>Does Gross Average Earning Affect Residual Loans in Romania?</i>
Lazăr Sebastian	<i>Cyclically Adjusted Budgets in European Union. An Overview</i>
Miloș Marius Cristian, Miloș Laura Raisa	<i>Short-Selling Regulation and the Development of the Stock Markets</i>
Nicolae Traian Cristin	<i>Aspects and Trends in Real Estate Investment Accounting</i>
Oprisan Oana, Tileaga Cosmin, Nicodim Liliana	<i>Financial Crises Between The 20th and 21st Centuries</i>
Oprisan Oana, Tileaga Cosmin, Nicodim Liliana	<i>Savings in Central Europe</i>



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Răscolean Ilie, Rakos Ileana - Sorina	<i>Estimating the Cash Flows to the Economic Entities in Romania</i>
Răscolean Ilie, Rakos Ileana - Sorina	<i>Bank Products and Services Offered by BRD Groupe Société Générale Petrosani Branch - Hunedoara County</i>
Rus Mircea-Iosif	<i>Financing of Research Activity from Private vs. Governmental in Romania</i>
Tudor Liviu-Alexandru	<i>The Advantages that IFRS 16 Brings to the Economic Environment</i>
Țole Alexandru - Adrian	<i>K-Means Clustering Approach for Improving Financial Forecasts</i>
Vârteiu Daniel Petru	<i>Audit of European Funds Destined to the Development of Agricultural Sector</i>



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THE CONFERENCE !