



**„OVIDIUS” UNIVERSITY OF
CONSTANTA
FACULTY OF ECONOMIC
SCIENCES**



**RESEARCH CENTER IN
INTERNATIONAL
BUSINESS AND ECONOMICS
(CCREI)**

in collaboration with



**ARNHEM BUSINESS SCHOOL,
HAN UNIVERSITY OF APPLIED
SCIENCES, NETHERLANDS**



**ROMANIAN-AMERICAN
UNIVERSITY
BUCHAREST, ROMANIA**



**SZCZECIN UNIVERSITY
POLAND**



**CAPE PENINSULA UNIVERSITY
OF TECHNOLOGY
CAPE TOWN, SOUTH AFRICA**



**INSTITUTE FOR THE PROMOTION OF TOURISM
AND APPLIED ECONOMY ASSOCIATION, ROMANIA**

organizes

THE INTERNATIONAL E-CONFERENCE „ENTERPRISES IN THE GLOBAL ECONOMY”

Conference date: October 04th, 2018

Event format: Online conference



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

SCIENTIFIC COMMITTEE

- Prof. Kamer Ainur AIVAZ, PhD., "Ovidius" University of Constanța, Romania
- Prof. Lucian BELASCU, PhD., „Lucian Blaga" University, Sibiu
- Prof. Dr. Hab. Tomasz BERNAT, University of Szczecin, Poland
- Dr. Yuriy BILAN, University of Szczecin, Poland
- Prof. Ion BOTESCU, PhD., "Ovidius" University of Constanța, Romania
- Prof. Elena CONDREA, PhD., "Ovidius" University of Constanța, Romania
- Dr. Rodney DUFFETT, Cape Peninsula University of Technology
- Assoc. Prof. Cristina DUHNEA, PhD., "Ovidius" University of Constanța, Romania
- Associate Professor Tudor EDU, Romanian-American University, Bucharest
- Dr. Norbert HAYDAM, Cape Peninsula University of Technology
- Prof. Alexandra HOROBET, PhD., Bucharest University of Economic Studies, Romania
- Prof. Gheorghe HURDUZEU, PhD., Bucharest University of Economic Studies, Romania
- Prof. Anca Gabriela ILIE, PhD., Bucharest University of Economic Studies, Romania
- Prof. Marioara MIREA, PhD., "Ovidius" University of Constanța, Romania
- Prof. Dumitru MIRON, PhD, Bucharest University of Economic Studies, Romania
- Assoc. Prof. Costel NEGRICEA, PhD., Romanian-American University, Bucharest
- Prof. Dorel Mihai PARASCHIV, PhD., Bucharest University of Economic Studies, Romania
- Prof. Gabriela PASCARIU, PhD., „Al.I. Cuza" University of Iași, Romania
- Assoc. Prof. Alina Irina POPESCU, PhD., Bucharest University of Economic Studies, Romania
- Dr. Florentin POPESCU, Arnhem Business School from HAN University of Applied Sciences
- Prof. Veronica POPOVICI, PhD., "Ovidius" University of Constanța, Romania
- Assoc. Prof. Angela ROMAN, PhD., „Al.I. Cuza" University of Iași, Romania
- Prof. Elena Cerasela SPĂTARIU, PhD., "Ovidius" University of Constanța, Romania
- Prof. Dr. (HP) Dalia ŠTREIMIKIENĖ, Vilnius University, Lithuania
- Prof. Diane Paula Corina VANCEA, PhD., "Ovidius" University of Constanța, Romania



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

- Assoc. Prof. Clara VOLINTIRU, PhD., Bucharest University of Economic Studies, Romania
- Prof. Rodica Milena ZAHARIA, PhD., Bucharest University of Economic Studies, Romania
- Prof. Răzvan ZAHARIA, PhD., Bucharest University of Economic Studies, Romania

ORGANIZING COMMITTEE

Conference Chair:

Prof. Diane Paula Corina VANCEA, PhD., "Ovidius" University of Constanța, Romania

Vice-Chair:

Prof. Rodica Milena ZAHARIA, PhD., Bucharest University of Economic Studies, Romania

Prof. Răzvan ZAHARIA, PhD., Bucharest University of Economic Studies, Romania

Assoc. Prof. Tudor EDU, PhD, Romanian-American University, Romania

Conference Secretary:

Teaching Assist. Georgiana-Loredana FRECEA, PhD. Candidate, "Ovidius" University of Constanța, Romania

Members:

- Lecturer Ionuț ANTOHI, PhD., "Ovidius" University of Constanța, Romania
- Assoc. Prof. Cristina DUHNEA, PhD., "Ovidius" University of Constanța, Romania
- Lecturer Gabriela GHEORGHIU, PhD., "Ovidius" University of Constanța, Romania
- Lecturer Silvia GHIȚĂ-MITRESCU, PhD., "Ovidius" University of Constanța, Romania
- Lecturer Constantin ILIE, PhD., "Ovidius" University of Constanța, Romania
- Lecturer Margareta ILIE, PhD., "Ovidius" University of Constanța, Romania
- Lecturer Andreea-Daniela MORARU, PhD., "Ovidius" University of Constanța, Romania



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

EGE INTERNATIONAL E-CONFERENCE

Conference date: October 04th, 2018

Event format: Online conference

Conference Program:

9.45 – 10.00 (GMT+3) Welcoming Speech	Prof. Paula Diane Corina VANCEA, PhD, Vice-Rector, "Ovidius" University of Constanta Prof. Rodica Milena ZAHARIA, PhD., Bucharest University of Economic Studies, Romania Research Center in International Business and Economics (CCREI)
10.00 (GMT+3)	Conference Sessions:
Moderators: Lecturer Ionuț ANTOHI, PhD. Lecturer eng. Constantin ILIE, PhD.	
ZAHARIA Rodica Milena, Bucharest University of Economic Studies (ROMANIA), Professor at the Department of International Business and Economics, CCREI ZAHARIA Răzvan, Bucharest University of Economic Studies (ROMANIA), Professor at Department of Marketing POPESCU Alina Irina, Bucharest University of Economic Studies (ROMANIA), Associate Professor at the Department of International Business and Economics, CCREI GUNGOR Guven, Bucharest University of Economic Studies (ROMANIA),	Qualitative Research Methods: Difficulties in Managing Focus Groups and In-Depth Interviews
AGNIESZKA Łopatka, University of Szczecin (POLAND)	Today's Criticism of GDP in the Context of the Measurement of Welfare
BARWIŃSKA-MAŁAJOWICZ Anna, ŚLUSARCZYK Bogusław University of Rzeszów (POLAND)	Global Trends and Countertrends in the Food Economy Sector - Outline of the Problem



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

<p>BELAȘCU Lucian-Aron, PENTESCU Alma, "Lucian Blaga" University of Sibiu, Faculty of Economic Sciences, Sibiu (ROMANIA)</p>	<p>Modern Trade Patterns in Romania: A Post-Crisis Tale</p>
<p>BERNAT Tomasz, University of Szczecin, Faculty of Economics and Management (POLAND)</p>	<p>Gender as a Factor in Students' Entrepreneurial Intentions in 2006 and 2018</p>
<p>BOBIRCA Ana-Barbara, MICLAUS Paul-Gabriel, UNGUREANU Stefan, Center for Research in International Business and Economics - CCREI (ROMANIA)</p>	<p>Stock Market Volatility Dynamics for Services Industries in Europe</p>
<p>BRATU Renate Doina, Lucian Blaga University of Sibiu (ROMANIA)</p>	<p>Standard and Specialized Education in Financial Environment</p>
<p>CONTU Eleonora Gabriela, University of Bucharest (ROMANIA) ZAHARIA Răzvan, Bucharest University of Economic Studies (ROMANIA)</p>	<p>Factors Influencing the Voting Decision of Young People - Evidences from Romania</p>
<p>CRISTESCU Marian Pompiliu, Lucian Blaga" University of Sibiu (ROMANIA)</p>	<p>Mobile Security Assurance Method</p>
<p>CZERNIACHOWICZ Barbara, University of Szczecin, Faculty of Economics and Management, Institute of Management and Investment, Department of Enterprises Economics (POLAND)</p>	<p>Some Aspects of the Employee Evaluation System on the Example of an Organization</p>
<p>DIEACONESCU (ȚARȚAVULEA) Ramona Iulia, BELU Mihaela Gabriela, The Bucharest University of Economic Studies, The Research Center in International Business and Economics - CCREI (ROMANIA)</p>	<p>Game Theory Applications in Negotiations on the Oil Market between Russia and OPEC</p>
<p>DIEACONESCU (ȚARȚAVULEA) Ramona Iulia, IAMANDI Irina-Eugenia, DRĂGOI Mihaela Cristina, The Bucharest University of Economic Studies, The Research Center in International Business and Economics - CCREI (ROMANIA)</p>	<p>Big Data Applications in Logistics: A Brief Review</p>



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

<p>DOANH Duong Cong, National Economics University (VIETNAM) BERNAT Tomasz, University of Szczecin (POLAND)</p>	<p>A Study of Gender and Age Differences in Entrepreneurial Intention Among Vietnamese Students</p>
<p>DUMITRASCU Lucian, University of Economic Studies, Bucharest (ROMANIA) BOBIRCA Ana, Professor, PhD, member of Economics and International Affairs Doctoral School, the founding member of CCREI (ROMANIA) ZALINCA Iulian, University of Economic Studies, Bucharest (ROMANIA)</p>	<p>The Influence of Political Currents on State Economic Decisions</p>
<p>DUTA Violeta, Bucharest University of Economic Studies (ROMANIA)</p>	<p>The Republic of Moldova - European Path in a Climate of Internal and External Volatility</p>
<p>EDU Tudor, NEGRICEA Iliuta Costel, Romanian-American University (ROMANIA) DUFFETT Rodney, HAYDAM Norbert, Cape Peninsula University of Technology (SOUTH AFRICA)</p>	<p>Investigating the Relationship between Income Distribution-Household Budget Allocation and Economic Relations between Countries. The Case of Romania and South Africa</p>
<p>FLOREA Alexandru, ROMAN Monica, The Bucharest University of Economic Studies (ROMANIA)</p>	<p>Using Twitter Data for the Research of Romanian Migration Flows</p>
<p>FLOREA Iulia Oana, Bucharest University of Economic Studies, Doctoral School of International Economic Affairs (ROMANIA)</p>	<p>Non-financial Schemes of Money Laundering</p>
<p>FLOREA Iulia Oana, NITU Maria, Bucharest University of Economic Studies, Doctoral School of International Economic Affairs (ROMANIA)</p>	<p>Money Laundering and Terrorism Financing: Patterns and Tendencies</p>
<p>GAŚIOR Aleksandra, Department of Microeconomics, Institute of Economics, Faculty of Economy and Management, University of Szczecin (POLAND)</p>	<p>Environmental Tax as Part of the Green Economy Concept</p>
<p>HOROBET Alexandra, CUREA Stefania Cristina, The Bucharest University of Economic Studies (ROMANIA) BELASCU Lucian, "Lucian Blaga" University of Sibiu (ROMANIA)</p>	<p>Deciphering the Driving Factors behind Return to Investors: An Analysis of CEE Companies</p>



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

<p>HOROBET Alexandra, The Bucharest University of Economic Studies (ROMANIA) POPOVICI Oana, The Bucharest University of Economic Studies and Romanian Academy (ROMANIA)</p>	<p>On Technological Intensity and Performance Gaps between EU Foreign and Locally-Owned Companies</p>
<p>IAMANDI Irina-Eugenia, CONSTANTIN Laura-Gabriela, DRĂGOI Mihaela Cristina, The Bucharest University of Economic Studies, The Research Center in International Business and Economics – CCREI (ROMANIA)</p>	<p>Start-ups' Involvement in Sustainable Development: Evaluation of a European Case</p>
<p>ILIE Constantin, OVIDIUS University from Constanta, Faculty of Mechanical, Industrial and Marine Engineering (ROMANIA) ILIE Margareta, DUHNEA Cristina, OVIDIUS University from Constanta, Faculty of Economic Sciences (ROMANIA)</p>	<p>Consumption in a Digitized Future. Brief Analysis of Current Theories</p>
<p>IONESCU Alexandru, Cârstea Vlad, DUMITRU Nicoleta Rossela, Department of Management-Marketing, Romanian American University, Bucharest (ROMANIA)</p>	<p>Foreign Direct Investments in Romania</p>
<p>KONARSKA-MICHALCZYK EWELINA, University of Szczecin (POLAND)</p>	<p>Migration of Young People from Poland</p>
<p>KORPYSA Jarosław, University of Szczecin, Faculty of Economics and Management (POLAND)</p>	<p>Innovative Activity of Start-ups in Poland</p>
<p>MERLĂ Vladimir, The Bucharest Academy of Economic Studies (Romania)</p>	<p>The Globalization of Political Marketing</p>
<p>MERLĂ Vladimir, The Bucharest Academy of Economic Studies (ROMANIA)</p>	<p>Political Parties in the Global Context</p>
<p>MUREA Maria Mirona, Bucharest University of Economic Studies, International Business and Economics Department, CCREI (ROMANIA)</p>	<p>The Challenges of Brexit on United Kingdom – European Union Diplomatic Relations</p>



INTERNATIONAL E-CONFERENCE

Enterprises in the global economy, 3rd Edition

NĂSTASE Luiza Loredana , University of Craiova, Faculty of Economics and Business Administration (ROMANIA)	Current Trends in Globalization. The Situation of the BRICS Countries
NICOLESCU Luminița , Academy of Economic Studies, Bucharest (ROMANIA)	The Employability Skills of University Graduates – A Literature Review
PETRESCU Cezara Cristina , Bucharest University of Economic Studies (ROMANIA)	Evaluation of Corruption in Romania and Bulgaria before Joining the European Union
Smorzewska-Mickiewicz Bożena , University of Szczecin (POLAND)	The Problem of Measuring the Success of Startups of People with Disabilities in Poland
SPROGE-RIMŠA Santa, ŠAVRIŅA Baiba , University of Latvia (LATVIA)	The Role of Higher Education in Ensuring Employment Possibilities in the Aspect of Raising the Quality of Life
TATARICI Roxana Luminița , The Bucharest University of Economics Studies (ROMANIA)	Assessing the Sustainability of Residential Real Estate Price Developments
VONȚEA Andreea-Angela , The Bucharest University of Economic Studies, Faculty of Marketing (ROMANIA)	Non-Profits as Raising Funds from For-Profits: An Integrated Perspective in Terms of Collaboration Relationships
ZALINCA Iulian , University of Economic Studies, Bucharest (ROMANIA) MICLĂUȘ Paul Gabriel , member of Economics and International Affairs Doctoral School, the founding member of CCREI DUMITRAȘCU Lucian , University of Economic Studies, Bucharest (ROMANIA)	Capability of Stress Tests in the Investment Fund Industry