

OVIDIUS UNIVERSITY OF CONSTANȚA



FACULTY OF ECONOMIC SCIENCES

in collaboration with



ODESSA NATIONAL MARITIME UNIVERSITY, UKRAINE
FACULTY OF ECONOMICS AND MANAGEMENT

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ASOCIAȚIA HOLISTIC RESEARCH ACADEMIC

presents

THE INTERNATIONAL CONFERENCE

GLOBAL ECONOMY UNDER CRISIS



- 7th Edition -

November, 28th – 29th 2018
Constanța, ROMÂNIA



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Simona Luize UTUREANU



CONFERENCE PROGRAM

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

28th November, 2018

12.30-13.00	Participants registration	Senate Room, Campus (A) 1 st Floor
13.00-13.20	Welcoming Speech Elena Cerasela SPĂTARIU, 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 Diane Corina VANCEA, PhD., Vice Rector, “Ovidius” University of Constanta	Senate Room, Campus (A) 1 st Floor
13.20-15.00	Plenary session Hasan YILMAZ, Department Manager of the General Directorate of Lifelong Learning, Ministry of Education, Turkey Emil DINGA, PhD. „Victor Slăvescu” Center for Financial and Monetary Research, Romanian Academy Diane Corina VANCEA, PhD., Vice Rector, “Ovidius” University of Constanta	Senate Room, Campus (A) 1 st Floor
15.00-17.30	Round Table <i>Augmented basic skills for social cohesion - preparing adults for integration into a globalized world</i> (activity organized in the framework of Erasmus+ Programme - Strategic Partnership for Adult Education 2017-2019, Project no. 2017-1-TR01-KA204-046211) Moderators: Hasan Huseyin KURAK, Project coordinator, Sincan Adult Education Center, Ankara, Turkey Elena Cerasela SPĂTARIU, PhD. Project coordinator, Partner “Ovidius” University of Constanta	Senate Room, Campus (A) 1 st Floor



	<p>Papers presentations – Parallel Sessions Sections: - International Affairs - Regional Development, Integration and Globalization - Finance – Accounting</p> <p>Sections: - Economic and Social Studies - Marketing-Management</p>	<p>Business Administration Research Centre - Room E146, Campus (A) 1st Floor</p> <p>“Costin Murgescu” - Room E204, Campus (A) 2nd Floor</p>
After 18.00	Gala Dinner	Zodiac Restaurant, 184B, Al. Lăpuşneanu Blv., Constanta

29th November, 2018

10.00-13.30	<p>Papers presentations – Parallel Sessions Sections: - International Affairs - Regional Development, Integration and Globalization - Finance – Accounting</p> <p>Sections: - Economic and Social Studies - Marketing-Management</p>	<p>Business Administration Research Centre - Room E146, Campus (A) 1st Floor</p> <p>“Costin Murgescu” - Room E204, Campus (A) 2nd Floor</p>
13.30-14.00	<p>Closing Conference Session Conclusions. Official Closing Session</p>	Senate Room, Campus (A) 1 st Floor



Section 1. International Affairs

Session Chair:
Norina POPOVICI, PhD.
Simona UTUREANU, PhD.
Faculty of Economic Sciences,
"Ovidius" University of Constanta

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

Burciu Aurel, Kicsi Rozalia	<i>BRICS Multinationals: From "Niche Players" to World Players</i>
Nancu Dorinela, Gheorghiu Gabriela, Dănilă Alexandra	<i>The Use of Social Media within the SME's Sector</i>
Omojolaibi Joseph Ayoola, Popogbe Oluwaseyi Omowunmi	<i>Financial Inclusion and Investment in Nigeria</i>
Shobande Olatunji Abdul	<i>The Rationale for Sovereign Wealth Funds in Nigeria: Issues and Considerations</i>
Shobande Olatunji Abdul	<i>Monetary Policy Transmission Mechanism in Nigeria: Does Interest Spread Complicate Inflationary Targeting?</i>
Sorescu Florin	<i>Current Trends in Shipping and Port Marketing Research</i>
Szász Erzsébet	<i>About the Similarities and Common Roots of Two Consecutive Financial Crises</i>
Topliceanu Ștefan Cătălin	<i>The Dimensions of Power: A Comparative Analysis of the United States and China</i>



Section 2. Regional Development, Integration and Globalization

Session Chair:

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

Location:

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

Aivaz Kamer Ainur	<i>The Analysis of the Dynamics of the Main Financial Indicators of the Companies Registered in Constanta County after the NACE Classification</i>
Boghean Carmen, State Mihaela	<i>Aspects of Rural Entrepreneurship in Belgium and Spain by Region of Development</i>
Botescu Ion	<i>Globalization - Between Economic Growth and Crisis</i>
Bucătar Diana Georgiana	<i>Globalization and the Reconfiguration of the World Economic Order</i>
Constantin Aurelian	<i>Integrated Analysis of the Use of Non-Reimbursable Funds. Financial Audit of Non-Reimbursable Funds.</i>
Grădinaru Cătălin, Toma Sorin-George	<i>The Evolution of the Largest Central and Eastern European Companies in the Period 2015-2017</i>
Iancu Eugenia, Burciu Aurel	<i>The Evolution of International Electronic Business</i>
Iordanoaia Florin	<i>Strategy of the Air Transport Development in the Dobrogea Region</i>
Jugănaru Ion Dănuț	<i>Statistical Description of Changes in the Main Elements of the Financial Statements of the Companies Registered in the City of Constanta</i>
Jugănaru Mariana	<i>Aspects Regarding the Evolution of the Main Financial Indicators from the Financial Accounts of the Companies in Constanta County</i>
Králik Lóránd István	<i>Conditional Correlation on CEE Stock Markets</i>



Malania Elisabed, Kvaraia Irakli, Kutateladze Ketevan	<i>Influence of Economic and Political Crisis to Resort Tourism Development in Georgia</i>
Racoceanu Cristina, Stanciu Anca Cristina	<i>Fake News and Strategic Management in a Fast Moving Global Economy</i>
Radu Laurențiu	<i>The Agricultural Crops Production of Romania</i>
Slusariuc Gabriela Corina, Simina Andora Evelina	<i>Evolutions of Rural Tourism in Romania and Europe</i>
Starciuc (Popa) Carolina	<i>The Importance of the BRICS Group in the International Economic System</i>
Toma Sorin-George, Grădinaru Cătălin	<i>Chinese Economic Pragmatism: The Belt and Road Initiative</i>
Țigănașu Ramona	<i>Reflections on Research, Creativity and Innovation as Pillars in Enhancing the EU's Convergence Process</i>



Section 3. Economic and Social Studies

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

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

Botescu Ion	<i>Inequality - Poignant Phenomenon of the Beginning of the 21st Century</i>
Buzarna-Tihenea (Gâlbează) Alina	<i>New Perspectives in EFL and ESP Grammar Teaching. Case Study</i>
Chirobocea Olivia	<i>Translation as Language Learning Technique and the Use of L1 in ESP Classes. Learners' Perceptions</i>
Ciurea Maria	<i>The Costs of the Professional Training at the Level of the Economic Entities: Long-Term Investment or Expense?</i>
Ciurea Maria, Man Mariana	<i>The Possibility of Developing an Appropriate Framework for Reflecting Information and Making Decisions on the Human Capital</i>
Cosma Emil	<i>What-If Analysis Tools in Excel</i>
Deleu Raisa, Buta Galina, Clisovscaia Tatiana	<i>Congenital Anomaly in the Structure of Stillbirth and Deaths of Newborn Children in Chisinau: Epidemiological Study</i>
Erincz Alicia, Tiuhtii Constanța	<i>Consulting – A Business for Business</i>
Grigorescu Adriana, Chițescu Răzvan Ion, Frînculeasa Mădălina Nicoleta	<i>The Impact of Turkey's Socio-political and Natural Context on Tourism between 2010 and 2018</i>
Ienovan Alexandra Ana	<i>The Impact of Public Governance on Corruption</i>
Ionel Marian	<i>The Ecotourism in Romania</i>
Ionel Marian	<i>The Services and Employment in Romania</i>



Ionescu Gabriela - Mariana	<i>The Principle of Difference and Automatic Stabilizers in Social Justice</i>
Jivan Alexandru, Nachescu Miruna-Lucia	<i>Contributions Concerning the Operationalisation of Productivity</i>
Marinescu Cristian, Vălimăreanu (Mircioi) Ileana	<i>Employment and Unemployment in Europe. Factual and Theoretical Developments.</i>
Mihai Mihaela, Țițan Emilia, Manea Daniela-Ioana	<i>Demographic Evolutions Premise for Digital Innovation in Health</i>
Mihai Mihaela, Țițan Emilia, Manea Daniela-Ioana	<i>Analysis of Demographic Change in Romania Using Quantitative Methods</i>
Mihălciuiu Larisa Delia, Ion Alexandru Nicolae	<i>The Evolution of Trading with Agri-food Products in European Union</i>
Mihălciuiu Larisa Delia, Ion Alexandru Nicolae	<i>Sustainable Practices Applied at the Large Level of Networks Retail in Romania</i>
Moroșanu Dora Maria	<i>Innovation Top Profitability Growth Contribution</i>
Nădrag Lavinia	<i>Designing Visual Materials for ESP Classes</i>
Neamțu Daniela Mihaela, State Mihaela	<i>The Transition to the Circular Economy through Buyback Programs</i>
Nedelcuț Amalia Cristina, Nistor Răzvan Liviu, Chiorean Ioana	<i>Aspects of Risk Factors in Two Digital Art Festivals</i>
Popovici Veronica, Popovici Alina- Lavinia	<i>Knowledge Process Outsourcing: Key Drivers and Impacts</i>
Racoceanu Cristina, Stanciu Anca Cristina	<i>Forces that Are Shaping Strategic Decisions</i>
Vasciuc (Săndulescu) Cristina Gabriela	<i>General Considerations on Organizational Change through Reengineering</i>
Zamfir Cristina Mihaela	<i>Reprogramming Mind for Business Success</i>



Section 4. Marketing – Management

Session Chair:
Silvia MUHCINĂ, PhD.
Elena CONDREA, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

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

Aivaz Kamer Ainur	<i>Dynamics of the Number of Employees and Personnel Expenses Registered by Economic Agents in the Main Cities of Constanta County</i>
Băeșu Camelia, Nesteriuc Oana	<i>Considerations on the Importance of Human Resources in the Development of Modern Companies</i>
Băltescu Codruța Adina, Boșcor Dana	<i>M-Devices` Use for Purchasing Tourism Products by the Young Generation</i>
Bocean Claudiu George, Popescu Daniela Victoria, Logofătu Monica	<i>Quality in Education - Approaches and Frameworks</i>
Boiță Marius, Pribeanu Gheorghe, Milutin Ionela Mihaela	<i>Role of Agro-Food Products Marketing in the Development of Agro-Tourism</i>
Boiță Marius, Pribeanu Gheorghe, Milutin Ionela Mihaela	<i>The Role of Gastronomic Tradition and Culture in the Development of Tourism</i>
Burz Răzvan-Dorin	<i>Measuring the Performance of an Enterprise's Management Team</i>
Butnariu Alina Ramona	<i>Reinventing “Newness”: A Theoretical Approach of Innovation as an Incentive to Increase Firm Performance</i>
Criveanu Maria Magdalena	<i>The Importance of Cultural Components in the Analysis of an Organization</i>
Dăneci Pătrău Daniel	<i>Assessment of Tourism Potential Development in Banat Mountains</i>



Dinu Gabriel, Dinu Loredana	<i>The Influence of TV Advertising on Consumer Behavior in the Resita City Population</i>
Dinu Loredana, Dinu Gabriel	<i>Customer Satisfaction Survey to Tourist Destination Baile Herculane</i>
Dragomir Cristina, Utoreanu Simona	<i>Coaching in Maritime Transport</i>
Drăghici Dalis Maria	<i>A Financial Perspective on Value Creation</i>
Fraticiu Lucia	<i>Manager versus Leader. Why Are Both Roles Valuable?</i>
Fraticiu Lucia	<i>Some Considerations Regarding the Role and Importance of Talent Management</i>
Furduescu Bogdan - Alexandru	<i>Neuro-Linguistic Programming Techniques of Motivation</i>
Furduescu Bogdan - Alexandru	<i>NLP Methods of Motivation: Metaphor and Metamodel</i>
Galan (Danileț) Alexandra-Maria	<i>The Innovative Activity of the Multinational Companies in the International Business Environment</i>
Ghiță Ramona-Cristina	<i>Correlation between Educational Marketing and Principles Quality Management Associated with Education</i>
Hategan Camelia Daniela, Hategan Vasile Petru	<i>Leadership in Organisations – Influences of Philosophical Practices and Social Responsibility</i>
Jugănaru Mariana	<i>Evolution of Turnover and Gross Profit Registered by Economic Agents in the Main Cities of Constanta County</i>
Kiss Marta	<i>Green Marketing and Corporate Social Responsibility in the Romanian Banking Sector</i>
Lazăr (Soare) Gabriela, Pîrvu (Mazilescu) Ionica-Diana	<i>Communication, a Key Factor in the Management of Educational Establishments</i>



Manolică Adriana, Roman Teodora, Cojocaru Francesca	<i>Green by Choice: Is Becoming a Vegetarian a Green Statement?</i>
Micu Angela-Eliza, Popa Daniel	<i>The Impact of Building Coaching and Mentoring Strategies on the Human Resources Sustainable Development</i>
Micu Angela-Eliza, Necula Ramona Valentina	<i>The Motivation as Managerial Tool for Increasing Professional Performance. National Challenges and European Perspectives.</i>
Mihai Camelia, Popovici Norina	<i>Theoretical and Practical Approaches regarding Emotional Intelligence</i>
Nedelcu Delia	<i>The Concept of Leadership</i>
Pîrvu (Mazilescu) Ionica-Diana, Lazăr (Soare) Gabriela	<i>Leadership in Cultural Institutions</i>
Popovici Norina, Mihai Camelia	<i>The Impact of Globalization on Workforce - The Future of the Accounting Profession</i>
Crăciun (Radu) Otilia	<i>Ecotourism in Valea Vaserului</i>
Riza Ionuț, Olari Perju Camelia-Maria, Sitnikov Cătălina	<i>Management of Computer Projects of Financial and Banking Organizations from the Perspective of Human Resources</i>
Simionescu (Savu) Timeea-Alexandra, Todoruț Doina	<i>Effective Strategic Management - Manager Performance</i>
Simionescu (Savu) Timeea-Alexandra, Todoruț Doina	<i>Coordination of Human Resources - Effectiveness of Leadership</i>
Șerban Comănescu Adrian	<i>Theoretical Appraisals on the Standardization of Tourism Terminology</i>
Șerban Comănescu Adrian	<i>Measuring the Effect of Tourism Propagation in the Economy</i>
Tărăbîc Andrei Alexandru	<i>Defining the Concept of Risk Applied in Entrepreneurship. Conceptual Delimitation Risk -</i>



Troi (Ilie) Silvia Mioara	<i>The Relation between Culture, Corporate Governance and the Role of the Internal Auditor</i>
Utureanu Simona, Dragomir Cristina	<i>International Organizations and Maritime Gender Empowerment</i>
Vanghele Cristian	<i>Project Management of Irrigation Systems</i>
Vasciuc (Săndulescu) Cristina Gabriela	<i>The Organization's Modern Management</i>



Section 5. Finance – Accounting

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

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

Balțeș Nicolae, Jimon Ștefania Amalia	<i>Considerations regarding the Pension Systems in Countries of Central and Eastern Europe</i>
Boghean Florin, Cibotariu Irina-Ștefana	<i>The Role of Internal Audit in Corporate Governance to Substantiate the Decision</i>
Bostan Rebeca Ioana	<i>TOC, Lean, Six Sigma Are Complementary?</i>
Cărăușu Dumitru-Nicușor	<i>Contagion and Comovement – Does the Initiator Matter?</i>
Cibotariu Irina-Ștefana, Boghean Florin	<i>Implications of the Budget Deficit on the Labour Market in Romania</i>
Constantin Sergiu-Bogdan	<i>Ghost Companies, Fiction or Reality?</i>
Costan (Popa) Lavinia, Pascu (Popescu) Gabriela	<i>Considerations on Planning Internal Public Audit - Risks Arising from the Use of Technological Tools and Legislative Changes</i>
Cuceu Ionuț-Constantin, Văidean Viorela-Ligia	<i>Redistributing Income through VAT</i>
Dănulețiu Dan-Constantin, Dănulețiu Adina-Elena	<i>Mandatory Home Insurance in the Romanian “Centru” Region of Development</i>
Hategan Camelia Daniela, Imbrescu Carmen Mihaela	<i>Auditor's Uncertainty about Going Concern - Predictor of Insolvency Risk</i>
Jugănaru Ion Dănuț	<i>The Evolution of the Main Elements of the Financial and Accounting Balance Sheets of the Companies Grouped after the NACE Classification, Registered in the City of Constanta</i>
Manea Marinela - Daniela	<i>Choice of Accounting Policies on Borrowing Costs in View on IAS 23 „Borrowing Costs”</i>



Manea Marinela - Daniela	<i>The Reform of the Romanian Accounting System - Between the Need and Reality of the Process</i>
Miloş Laura Raisa, Miloş Marius Cristian	<i>Accounting Disclosure and Stock Market Reaction. Empirical Analysis on Bucharest Stock Exchange</i>
Miţac Mirela Claudia, Dobre Elena	<i>Cryptocurrencies in Romania. Cryptocurrencies Pose Risk for Central Bank and for Economy?</i>
Mogoiu Carmen Mihaela	<i>Single Fiscal Statement of the Individuals - A Solution of Simplifying Bureaucracy in Fiscal Field?</i>
Mortură Laura-Alexandra, Dreghiciu Andreea-Elena	<i>Possibilities of Influencing the Results of an Entity through Creative Accounting at Stock Level</i>
Nanu Florentin Gabriel	<i>Procedure for Exercise Economic-Financial Inspection</i>
Nicolae Traian Cristin	<i>Considerations on Hedge Accounting of Bank Loans</i>
Oprişan Oana, Ţileagă Cosmin, Nicodim Liliana	<i>Analysis of EU Budget Revenues through Fiscal and Budgetary Policy over the period 2013-2018</i>
Oprişan Oana, Ţileagă Cosmin, Nicodim Liliana	<i>The Evolution of Households Savings in Romania during 2008-2017</i>
Pepi Mitică	<i>Mark-To-Market Regulatory Accounting when Capital Markets Are Stressed</i>
Răscolean Ilie, Rakos Ileana - Sorina	<i>The Dynamics of the Revenues and Expenditures of the State Budget in the Period 2014 - 2018</i>
Schank Milena - Jana	<i>Institutional Ownership and Firm Performance - Evidence from Romania</i>
Vilijencova Nicoleta	<i>The Banking System in Romania</i>
Vlad Costică	<i>Individual and Collective Attitude towards Risk</i>
Zsido Kinga Emese	<i>Business Performance Evaluation, in the Light of Corporate Social Responsibility</i>