OVIDIUS UNIVERSITY OF CONSTANTA



in collaboration with



ODESSA NATIONAL MARITIME UNIVERSITY, UKRAINE FACULTY OF ECONOMICS AND MANAGEMENT

and



presents

THE INTERNATIONAL CONFERENCE



-8th Edition -

November, $14^{th} - 15^{th}$ 2019 Constanța, ROMÂNIA



SCIENTIFIC COMMITTEE

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Simona Luize UTUREANU



CONFERENCE PROGRAM

Conference Venue: "Ovidius" University of Constanța, 1 University Alley, Campus (A Building) "Crama Rasova", Vifor Hill, 345 lot, Cernavodă, Constanța County

14th November, 2019

9.30-10.00	Participants registration	"Ovidius" University of Constanţa, 1 University Alley, Campus (A Building) Ground Floor
11.00-11.30	Welcoming Speech Elena Cerasela SPĂTARIU, PhD., Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta Diane Corina VANCEA, PhD., Vice Rector, "Ovidius" University of Constanta	Conference Room, "Crama Rasova", Vifor Hill, 345 lot, Cernavodă, Constanț, County
Starting at 11.30	Round Table "Where is the Economy Heading?" Moderators: Diane Corina VANCEA, PhD. Vice Rector, "Ovidius" University of Constanta Elena Cerasela SPĂTARIU, PhD. Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta Round Table on the completion of the Erasmus+ project "Augmented basic skills for social cohesion" (activity organized in the framework of Erasmus+ Programme - Strategic Partnership for Adult Education 2017-2019, Project no. 2017-1-TR01-KA204- 046211) Moderators: Elena Cerasela SPĂTARIU, PhD. Project coordinator, Partner "Ovidius" University of Constanta Gabriela GHEORGHIU, PhD. Project member, Partner "Ovidius" University of Constanta	Conference Room, "Crama Rasova", Vifor Hill, 345 lot, Cernavodă, Constanța County



Papers presentations – Parallel Sesions: - International Affairs - Regional Development, Integration and Globalization - Finance – Accounting - Economic and Social Studies - Marketing-Management	Conference Room, "Crama Rasova", Vifor Hill, 345 lot, Cernavodă, Constanța County
Festive Lunch	"Crama Rasova" Restaurant, Vifor Hill 345 lot, Cernavodă, Constanța County

15th November, 2019

	Papers presentations – Parallel Sessions	Business	
	Sections: - International Affairs	Administration	
	- Regional Development,	Research Centre -	
	Integration and Globalization	Room E146,	
09.00-12.00	- Finance — Accounting	Campus (A Building 1 st Floor	
	Sections: - Economic and Social Studies - Marketing-Management	"Costin Murgescu" - Room E204, Campus (A Building) 2 nd Floor	
12.00-12.30	Closing Conference Session Conclusions. Official Closing Session	Senate Room, Campus (A Building) 1st Floor	



Section 1. International Affairs

Session Chair:	Location:
Norina POPOVICI, PhD. Simona UTUREANU, PhD. Faculty of Economic Sciences, "Ovidius" University of Constanta	Business Administration Research Centre, Room E146, Campus (A) 1 st Floor
Adeoye Babatunde Wasiu, Alenoghena Raymond Osi	Internet Usage, Financial Inclusion and Economic Growth in Nigeria
Alenoghena Raymond Osi	Fiscal Determinants of Money Demand in Nigeria: Bound Testing ARDL Approach
Calafus Sorin	The Effects of the Exception to Non-Performance in Civil and Commercial Contracts
Chornyi Oleh	Creation of a National Innovation System: A Tough Task for Ukraine
Isac Claudia	Coworking Spaces – A Source for Developing Creative Business
Buziernescu Anca	Econometric Modeling of the Correlation between the Type of Income Taxation of Natural Persons and the Standard of Living in the E.U.
Munteanu Irena, Dobre Elena	Specific Elements of Transfer Pricing Analysis
Neagu Oana Maria	Qualitative and Quantitative Approach for Identifying the Largest Tax Havens in the World
Toma Sorin-George, Zainea Loredana Nicoleta, Tohănean Dragoș	Global Banks: The Race for Supremacy in 2018
Neamțu Daniela Mihaela	International Innovative Clusters – The Growth of Regional Competitiveness
Vitan Daniela	Coordinates of the Global Performances in the Pre - university Educational System
Zakaradze Ekaterina	Regional and International Development Policy of Georgia. International Formats of the Black Sea and Georgia



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

Apostu Simona-Andreea	Migration and Health System in Romania
Apostu Simona-Andreea	The Phenomenon of Migration in Romania
Chivu Raluca-Giorgiana	The Health Services System in Romania: A Case Study
Criste Adina	The Financial Sight of the Post-crisis Economic Growth
Coșofreț Bogdan-Dumitru	Non-Financial Reporting in EU
Dobre Elena, Munteanu Irena	Implementation of Base Erosion and Profit Shifting (BEPS) Project - Stakes, Expectations and Challenges
Harja Irina Geanina	Theories of European Integration Systematic Reflections
Hubel (Anghel) Ștefania-Rodica, Condrea Elena, Paraschiv (Ganea) Gabriela-Iuliana	Development of Tourism, the Major Component of the Strategy for the Development of the Constanta Metropolitan Area
Hubel (Anghel) Ștefania-Rodica, Paraschiv (Ganea) Gabriela-Iuliana, Anghel Panait	Local Action Groups and Their Influence in Improving the Quality of Life in Rural Areas
Ilie Marinela	Ecotourism - A Direction for Sustainable Development in Romania
Isac Claudia	The Impact of Technologic Innovation on Business in the Financial-Banking Field
Lazăr Cristina Mihaela, Bostan Ionel	Recent Trends in Tourism Activity in Dobrogea Area
Logofătu Monica, Cosman Adrian, Tudor Sorin	Research on Human Resources Indicators from the Educational Systems of the European Union



Manolache Stelian	The Influence of the Economic Globalization on the Contemporary Religiosity - Brief Theological Considerations from a Christian Anthropological Perspective
Moise-Țitei Adina	The Trends of Social Protection Expenditure in EU
Morariu Alunica	Migration and Asylum Policy within EU. Causes, Needs, Strategic Policy and Evolutions
Popovici Norina, Mihai Camelia, Devder Ion	The Macroeconomic Impact on Romanians' Quality of Life
Popovici Veronica, Popovici Norina, Mihai Camelia	The Underground Economy in Romania
Roibu Crucianu Paula Alexandra	The Impact of Unemployment on the Economic Growth in Romania
Tudorache Petronela, Tudorache Doru	Sustainable Development of High Tourist Potential Rural Communities in Southern Transylvania
Utureanu Simona-Luize	Competition in Rail Passenger Transport in Romania - Challenges and Unknowns
Vârteiu Daniel Petru, Bumbescu Sorina Simona	Agency for Financing Rural Investments – The Agency which Manages Funds from Pillar II of Common Agricultural Policy
Zainea Loredana Nicoleta, Toma Sorin-George, Tohănean Dragoș	Volunteering, A Skills Incubator for Future Organizations



Section 3. Economic and Social Studies

Session Chair: Adina MOISE-ŢIŢEI, PhD. Sorinel COSMA, PhD. Faculty of Economic Sciences, "Ovidius" University of Constanta

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

Aivaz Kamer-Ainur, Mirea Marioara	Study on the Dynamics of Bank Loans according to the Level of the Interest Rate and the Incomes of the Households
Balteș Nicolae, Jimon Ștefania Amalia	Social Inequalities and the Reform of Romanian Public Pension System by Law no. 127/2019
Bâcă Eleonora	Effective Error Correction and Language Improvement in Business Communication Teaching
Buzarna-Tihenea (Gălbeaza) Alina	The Influence of New Media Tools in ESP Teaching: Case Study on Business English
Carataș Maria, Spătariu Elena Cerasela, Gheorghiu Gabriela	Privacy and Cybersecurity Insights
Carataş Maria, Spătariu Elena Cerasela, Gheorghiu Gabriela	Triggers of the Economic Crisis
Cosma Sorinel	The Modernity of Max Weber's Economic Ideas
Cosma Sorinel	Nicholas Georgescu - Roegen - An Atypical Economist
Daraban Marius	Human Resources – A Value Driven Perspective
Daraban Marius	Information Technology – The 21st-Century Business Value Driver
Dinu Gabriel, Dinu Loredana	Political Marketing in Romania
Dragomir Cristina, Şenbursa Nihan	Maritime Fair Transport



Dragomir Liviu Răzvan, Dragomir Cristina	Welfare and Labour Aspects of Romanian Orthodox Diaspora in Italy
Dumitrache (c. Şerbănescu) Ana Maria, Condrea Elena	Natural Tourism Complementary to Cultural Tourism
Dumitrașcu Elena	The Printed Travel Guide in the Analysis of the Tourist Discourse
Grigolashvili Teona	Open Market Operations as a Main Tool of Monetary Policy
Ionel Marian	The Tourism in Romania and the Possibilities of Attracting Tourist Flows
Ionel Marian	The Ecotourism and its Importance on the Tourism Market
Istratie-Macarov Alexandra-Lavinia	The Use of Text Mining in Identifying Means of Enhancing the ESP Teaching Process
Oprea Simona-Vasilica, Bâra Adela, Preoțescu Dan	NoSQL Data Storage and Clustering Large Volume of Data from Smart Metering Systems with Impact on Electricity Consumption Peak and Tariff Settings
Oprea Simona-Vasilica, Bologa Ramona Ana, Andreescu Anca Ioana	Design Functionalities for a Wholesale Electricity Market Simulator
Marzai (Abliz) Elda	Customers' Perception about Bancassurance in Romania
Mărunțelu Carmen-Liliana	Modular Learning Environments - The Case of Moodle
Nădrag Lavinia	Teaching Business English to Non Economics Majors
Pascu (Popescu) Gabriela, Costan (Popa) Lavinia	Financial-Banking Exclusion - An Economic and Social Phenomenon
Popovici Veronica, Popovici Alina - Lavinia	Building a Strong Organizational Culture in Digital Age: Drivers, Obstacles and Strategies
Radu Brînduşa Mihaela, Bălan Mariana, Uzlău Carmen	"New Education" A Determining Factor of Economic Growth in the 21st Century



Radu Steluţa, Constandache Mihaela, Stanciu Anca Cristina	Study on the Quality of Fruit Juices Innovated by Adding Rhubarb Extract
Radu Steluţa, Constandache Mihaela, Nicodim Liliana	Improving the nutritional value of foods by using the essential amino acids obtained from soybean seeds by the IR spectroscopic method
Rus Mihaela, Tasențe Tănase	Taking Over the Rotating Presidency of the Council of the European Union by Romania: A Psychosocial Approach
Sorici Costin Octavian	The Role of Universities in Building an Entrepreneurial Ecosystem
Sorici Costin Octavian	Rethinking the Strategy of Organizations in Digital Era
Ștefănescu (Florea) Iulia Oana, Nicodim Liliana	Money Laundering Measurement and Macroeconomic Effects
Tudoran (Niculiță) Valentina Irena, Stanciu Anca Cristina, Sârbu Maria Alexandra	Particularities Regarding the Implementation of Integrated Management Systems in the Food Industry
Zamfir Cristina Mihaela	Unblocking the Route to Success: An NLP Analysis
Zamfir Cristina Mihaela	Pacing and Leading - The Engines of Strengthening Business Rapport
Zazadze Nana	Economic Growth as the Most Important Factor in Increasing Public Welfare
Zhang Wei-Bin	Competition versus Monopolistic Competition by Integrating Solow-Uzawa and Dixit-Stiglitz



Section 4. Marketing – Management

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

*Costin Murgescu" - Room E204, Campus (A) 2nd Floor

Alecsandrescu Nicoleta, Bucăloiu Ionela	Correlations between the Management of the School Organization and the Management of Human Resources
Alecu Ionel Ciprian	Considerations Regarding Making Ethical Decisions Using Triangular Fuzzy Numbers
Barbu Corina Aurora, Tudoran (Niculiță) Valentina Irena	Total Quality Management and Performance in the Hotel Industry
Barbu Corina Aurora, Dumitrache (Şerbănescu) Ana Maria	Balneary Tourism Management in Turkey - Comparative Analysis
Băeșu Camelia	Economic Cycle and Firm Managerial Strategies
Băltescu Codruța Adina	Tourist Guide Role and Performance - Element of Visiting Experience at a Tourism Destination
Băltescu Codruța Adina	An Assessment of Online Travel Shopping Among Young People
Blidaru Onorel Petrișor, Sfichi Daniela, Andrei Valentin Florin	Communication in Private and Public Companies
Cerchia (Ionascu) Alina-Elena, Zaif (Popa) Alexandra	Customer Relationship Management in Romanian Banks
Chivu Raluca-Giorgiana, Platon Otilia Elena	Identification of the Reasons for Buying and Consuming BIO Products by the Romanian Consumers
Cosman Adrian, Logofătu Monica, Cernătescu Elena Cristina	Study on Financial and Outcome Indicators of Education Sector from Romania



Dăneci-Pătrău Daniel	Marketing Research on the Competitive Travel Products Design
Dăneci-Pătrău Daniel	Implications of Modern Leadership Styles on Managers' Organizational Behavior
Dumitrașciuc Lorena Florentina	Developing the Self-Confidence of the Romanian Entrepreneurs by Applying the Life Coaching Process
Dumitrașciuc Lorena Florentina	The Influence of Entrepreneurial Passion on Success
Filip (Croitoru) Adriana – Ioana, Toader Monica - Ioana, Georgescu Diana – Nicoleta	Dimensions of Sustenability in Universities. Evolution. Instruments
Galan (Danileţ) Alexandra-Maria	Going on Digital: A Short Brief of the ICT Firms from Romania
Ghiță Ramona-Cristina, Dină Elmira Cezarina, Ilie Silvia Mioara	A Review: Strategic Analysis of the Variables that Generate the Procedural Crisis in the Change of Organizational Management at the Educational Level
Hațegan Vasile Petru	Interdisciplinary Connections of Philosophical Practice with the Business Environment
Ilie Margareta, Ilie Constantin, Marin Ruxandra	Management Strategies in Circular Economy
Lupșa-Tătaru Dana Adriana	The New Key of Competitive Advantage in Business
Manolică Adriana, Gheța Nicoleta-Roxana, Hopșa Eliza-Iuliana	Assertive and Non-assertive Consumer Behavior Styles in Relation with Advertising Appeals
Marin Ruxandra, Ilie Margareta	Studies and Contributions Pertaining to Risk Management in Public Administration
Micu Angela-Eliza, Necula Ramona Valentina	The Challenges of Increasing the Competitiveness of Human Capital in Public Institutions in Romania, in the Context of the Phenomenon of Globalization



Micu Angela-Eliza, Popa Daniel	Analysis and Impact of Coaching Strategies for the German Labor Market
Nancu Dumitru	Management in Romanian tourism with the involvement of SMEs
Neamţu Daniela Mihaela, Hapenciuc Cristian-Valentin, Bejinaru Ruxandra	Reflections of Data and Theory of Leadership Communication Strategies
Popa Ionuț-Claudiu	Competitive Boundaries in Air Transport Services in Romania
Savu (Simionescu) Timeea-Alexandra	Entrepreneurship for Young People
Sfichi Daniela, Blidaru Onorel Petrișor, Andrei Valentin Florin	The Communication Relationship between Companies and the Public
Sitnikov Cătălina, Băndoi Anca, Riza Ionuț	Management of Systems from a Cybernetic Perspective
Şerban-Comănescu Adrian	Sales Techniques, Basic Characteristics of a Good Seller
Şerban-Comănescu Adrian	The Current Consumer Behavior
Todoruţ Doina, Simionescu (Savu) Timeea Alexandra	The Impact of Conflict in Organizational Communication in School Units
Vanghele Cristian	Management of the Economic Efficiency of Irrigation
Vlăducu Liviu Valentin	Marketing Strategies in the Field of Electricity
Zaif (Popa) Alexandra, Cerchia (Ionascu) Alina-Elena	Integrating Online Marketing Strategies in B2B Companies



Section 5. Finance – Accounting

Session Chair: Elena Cerasela SPĂTARIU, PhD. Nicoleta ASALOŞ, PhD. Faculty of Economic Sciences, "Ovidius" University of Constanta $\begin{array}{c} \textit{Location:} \\ \text{Business Administration Research Centre, Room E146,} \\ \text{Campus (A) } 1^{\text{st}} \text{ Floor} \end{array}$

Asaloş Nicoleta, Bostan Ionel	Government Programs Focused on SME's Financial Support (2014-2018)
Boghean Florin	Management Decision Process and Accounting Instruments Used in Decision Analysis
Boghean Florin	The Role of Financial-Accounting Activities and Practices in Corporate Governance
Bostan Rebeca Ioana	Changes and Historical Evolution of Management Accounting
Cenar Cristian, Cenar Iuliana	Romania's Monetary Evolution from its Creation until the Great Union
Cenar Cristian, Cenar Iuliana	National Accounting and the Macroeconomic Informational System
Chiriac Irina	Economic Performance in Merger Operations
Circa (Buzduga) Ioana Cristina	Aspects Relating to the Perspectives and Management Strategies of the Balanced Scorecard Method
Circa (Buzduga) Ioana Cristina	The Perspective of the Salary Changes Occuring between 2018 and 2019 and the Impact They Have on the Entities
Comaniciu Carmen	Is There a Correlation Between the Ease of Doing Business Index and the Haven Score?
Corovei Emilia Anuta	Statistical Analysis of the DIJA Index in the Period 2009-2019
Caracicovschi Lilia	The Organization and the Operation of the Treasury System of the Republic of Moldova



Crucean Andreea Claudia, Hațegan Camelia Daniela	The Determinants Factors on Audit Quality: A Theoretical Approach
Dănulețiu Adina Elena	The Analysis of the Private Health Insurance Market in Romania
Dina (Manolache) Aurora Elena	Solvency II Impact on the Romanian Insurance Industry
Doagă Daniel Iulius	Considerations Regarding Tax Evasion and its Implications
Glăvan Roxana Florina	Informational Limits of Financial Situations
Glăvan Roxana Florina	Treasury Flow Analysis
Huseraș Alin Teodor, Balteș Nicolae	Considerations Regarding the Public Budget in Romania
Ignat Ioana	Transfer Pricing – An Analysis from the Romania`s Perspective
Kralik Lorand, Szasz Erzsebet	VAT-Gap Convergence in Central and Eastern Europe
Laslo Cristina-Valeria	Study Regarding the Obligation of Financial Accounting Reports Regarding the Merging of the Fiscal Statements of the Economic Agents
Laslo Cristina-Valeria	Aspects of Some Changes Regarding the Application of IFRS 16
Mârţ Roxana-Aurelia, Vâlcu Carmen, Dumitriu Mihaela	An Analysis of the Current State of Knowledge Regarding the Determinants of Tax Evasion from a Financial – Accounting Perspective
Mihakea Mihaela-Maria, Hada Izabela-Diana	Empirical Research on the Utility of Financial – Accounting Information in Considering Performance for Stakeholders
Milu Nicoleta-Daniela, Hațegan Camelia-Daniela	Transparency Degree of Non-financial Information Disclosure
Mirea Marioara, Aivaz Kamer-Ainur	The Impact of the Interest Rate and the Income of the Households on the Dynamics of Bank Deposits



Nancu Mitică	The successful implementation of a financing project for SMEs
Nicolae Traian Cristin	Considerations Regarding the Use of the Input Data for Establishing the Fair Value for Assets and Liabilities
Nicolae Traian Cristin	Aspects Regarding the Use of Information Technology Tools for Processing Accounting Information on Fair Value
Oprișan Oana, Țileagă Cosmin	International Comparative Studies on Fiscal Behavior
Oprișan Oana	Romania's Budget Deficit between 2017-2018
Pepi Mitică	Operational Risk in a Financial Institution
Piţu Ioan Cosmin, Ciocanea Bianca Cristina, Vodă Alina Daniela	The Influence of the Variation of Taxes and Duties on the National Economy in the Context of Ensuring the Need for Revenues to the State Budget
Popescu Luigi	Evolution of Concepts Regarding Taxation and Taxation Systems
Răscolean Ilie, Rakoș Ileana - Sorina	Bankruptcy Risk Analysis based on the Patrimonial Balance Sheet
Schipor (Frecea) Georgiana- Loredana	Risks and Opportunities in the Cryptocurrency Market
Schipor (Frecea) Georgiana- Loredana	Investing Trust in Blockchain Technology: Bitcoin Case Study
Simion Luciana	The Analysis of the Financial Markets' Volatility in the Current Political Context
Slavinskaitė Neringa	Automation of Accounting Processes in the Companies
Spulbăr Cristi, Imran Zulfiqar Ali, Birau Ramona	Analyzing Short Term Momentum Effect on Stock Market of Hong Kong. An Empirical Case Study
Stănilă Cosmina Adela	The Corporate Governance Code of the Bucharest Stock Exchange: Comply or Explain



Stănilă Cosmina Adela	The Financial Performance Impacted by Corporate Governance
Terinte Paula-Andreea	Audit Committee Dimension and Firm Profitability in Central and Eastern European Countries
Toader Monica - Ioana, Filip (Croitoru) Adriana - Ioana, Georgescu Diana - Nicoleta	General Consideration Regarding the Insurance Field in the Financial Perspective
Trandafir Adina	The Correlation between Human Development Index and Economic Growth in Romania
Vâlcu Carmen, Mârț Roxana Aurelia, Moroi Cristina	The Determining Factors of Creative Accounting
Vlad Costică, Pavel Surlaru Adriana Cristina	The Interaction of Economic Decision
Vlad Costică, Anghel Panait	Optimizing a Portfolio Depending on the Attitude towards Risk