



ROMANIA
„1 DECEMBRIE 1918” UNIVERSITY OF ALBA IULIA
FACULTY OF ECONOMIC SCIENCES
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International Conference on Management, Economics and Accounting 9th Edition – ICMEA 2016

Responsible Innovation toward Sustainable Development in Small and Medium – Sized Enterprises

Alba Iulia, Romania, 4th – 5th November, 2016

Organized by the Faculty of Economic Sciences,
Alba Iulia, str. Gabriel Bethlen, nr. 5, Alba County, postal code 510009,
Tel.+40258806130 and Fax. +40258812630

***Responsible Innovation toward Sustainable
Development in Small and Medium – Sized
Enterprises***



Alba Iulia, Romania, 4th – 5th November, 2016

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Adriana CROITORU – „1 Decembrie 1918” University of Alba Iulia, Romania

CONFERENCE PROGRAMME

Friday, 4th November 2016

9,30 – 10,00	REGISTRATION
10,00 – 10,45	OPENING CEREMONY AND MESSAGES
10,45 – 11,00	COFFEE BREAK
11,00 – 13,00	PLENARY SESSION

Economic and financial crisis impact on convergence/divergence macro-efficiency indicators and the requirements of sustainable development
Gheorghe Zaman, Corresponding Member of Romanian Academy

Integrated Statements in SMEs
Ranka Mitrovic, Ana Jurcic, Dragana Trifunovic,

An Innovative Model of Funding the Education System
Jan Polcyn, Stanislaw Staszic University of Applied Sciences in Pila, Poland

The Value of Built Cultural Heritage: Preliminaries for a Measurement Framework in a Marketing Context
Călin Vegheş, Academy of Economic Studies in Bucharest, Romania

13,00 – 15,00	LUNCH
15,00 – 17,00	PARALLEL SESSIONS
17,00 – 17,15	COFFEE BREAK
17,15 – 19,00	PARALLEL SESSIONS
19,00 – 21,00	GALA DINNER

Saturday, 5th November 2016

10,00	DEPARTURE FOR SEBEŞ , CÎLNIC AND RĂHĂU
10,30 – 11,30	GUIDED TOUR OF SEBEŞ – DEVELOPMENT OF SMALL BUSINESSES – STUDY VISIT AT „LEUL DE AUR”
11,30 – 12,30	GUIDED TOUR OF CÎLNIC FORTRESS – LOCAL DEVELOPMENT THROUGH SMALL AND MEDIUM SIZED ENTERPRISES IN TOURISM
12,30 – 16,00	LUNCH – „LA MESTECENI” RĂHĂU STUDY VISIT AT RAPEL COMPANY AND „LA MESTECENI” COUNTRY CLUB
17,00	RETURN TO ALBA IULIA

SECTION'S PROGRAMME

- 1. Economic challenges for SME's entrepreneurs**
 - 2. Financial economics**
 - 3. Integrated reporting and auditing**
 - 4. Marketing and international tourism**
 - 5. Sustainable innovation and business development**
- 

Section 1: Economic challenges for SME's entrepreneurs

Friday, November 4th 2016, Ștefan Apor Hall

Chairpersons:

Professor, PhD **Tatjana Cvetkovski**, John Naisbitt University, Serbia

Professor, PhD **Anca Cristea**, Institute of National Economy, Romanian Academy, Romania

Assoc. Professor, PhD **Larisa Dragolea**, “1 Decembrie 1918” University of Alba Iulia, Romania

15.00 – 17.00 Papers presentations

15.00 – 15.15

A Study of Principled Negotiation Based on Transactional Analysis Theory

Zhang Shougang, Milan Constantinovits

Discussant: Gabriela Oprea

15.15 – 15.30

The Managerial Simulation like a Good Method for Permanent Improving of Practical Training of any Manager

Gabriela Oprea

Discussant: Miroslav Stupar

15.30 – 15.45

The Importance of Good Communication in Implementing a Project in Public-Private Regime

Gabriela Oprea

Discussant: Bazyli Czyżewski

15.45 – 16.00

National Funding of the SMEs Business Development in Romania

Alina Gabriela Brezoi

Discussant: Anca Cristea

16.00 – 16.15

Relevant Aspects, Methodological and Practical in Project Management

Alina Gabriela Brezoi, Gabriela Oprea

Discussant: Tatjana Cvetkovski

16.15 – 16.30

Who Are the Romanian Entrepreneurs? A Diagnosis Analysis of the Romanian Small And Medium Enterprises

Simona Maria Stănescu, Bălan Mariana, Cristina Barna

Discussant: Larisa Dragolea

16.30 – 16.45

European Entrepreneurs Facing Current Economic Challenges

Simona Maria Stănescu

Discussant: Mălina Cordoș

16.45 – 17.00

Education – An Important Factor for Human Capital Development.

Ana – Maria Ciuhu, Valentina Vasile

Discussant: Miroslav Stupar

17.00 – 17.15 Coffee Break

Chairpersons:

Professor, PhD **Miroslav Stupar**, John Naisbitt University, Serbia

Assoc. Professor, PhD **Bazyli Czyżewski**, Stanisław Staszic University of Applied Sciences in Piła, Poland

Lecturer, PhD **Mălina Cordoş**, “1 Decembrie 1918” University of Alba Iulia, Romania

17.15 – 19.00 Papers presentations

17.15 – 17.30

The Impact of Education on the Macroeconomic Development in Romania

Sandra Teodorescu

Discussant: Tatjana Cvetkovski

17.30 – 17.45

Modern Trends in Education Management

Daniela Buzoianu, Irina Gabriela Radulescu, Valia Maria Mihai, Mihail Vincentiu Ivan

Discussant: Larisa Dragolea

17.45 – 18.00

The Impact of Business Engagement to Romanian Higher Education

Carmen Paştiu, Maria Mureşan

Discussant: Anca Cristea

18.00 – 18.15

SMEs Contribution to Increase the Insertion Degree on the Labour Market

Mariana Bălan

Discussant: Tatjana Cvetkovski

18.15 – 18.30

The EU-ETS Market – Losses and Benefits from Their Management

Anca Cristea

Discussant: Maria Mureşan

18.30 – 18.45

The Monitoring of Carbon Monoxide Air Pollutant, as Part of the Air Quality Management. Case Study: Olt County, Romania

Dana-Maria (Oprea) Constantin, Dan Ioan Topor, Sorinel Căpuşneanu, Cristian-Marian Barbu, Elena Bogan

Discussant: Anca Cristea

Section 2: Financial economics

Friday, November 4th 2016, Laborator IT

Chairpersons:

Professor, PhD **Teodor Hada**, “1 Decembrie 1918” University of Alba Iulia

Professor, PhD **Cristian Marian Barbu**, Artifex University of Bucharest, Romania

Assoc. Professor, PhD **Iulia Cristina Iuga**, “1 Decembrie 1918” University of Alba Iulia

15.00 – 17.00 Papers presentations

15.00 – 15.15

Using Activity Based Costing for Investment Decisions

Teodor Hada, Radu Matei Todoran, Teodora Maria Avram

Discussant: Cristian Marian Barbu

15.15 – 15.30

The Inflation – Major Imbalance of Economy

Andreea Alice Cristu

Discussant: Jan Polcyn

15.30 – 15.45

The Privatisation – The Key to Efficient Economy

Andreea Alice Cristu

Discussant: Iulia Cristina Iuga

15.45 – 16.00

Financial Position – Overview of Economic Performance in the Energy Mining Industry

Marian Cătălin Corici

Discussant: Cristian Marian Barbu

16.00 – 16.15

Macroeconomic Aspects and Challenges in Romania in the First Half of 2016

Cristian – Marian Barbu

Discussant: Teodor Hada

16.15 – 16.30

Tax Amnesties

Carla Marchese

Discussant: Dan Constantin Dănulețiu

16.30 – 16.45

Supervision by Intermediate Bodies on projects financed under SOP HRD

Ioana Jeler (Popa)

Discussant: Adina Dănulețiu

16.45 – 17.00

Inefficiency of Public Administration as an Efficient Instrument for Political Consent

Alberto Cassone

Discussant: Teodor Hada

Section 3: Integrated reporting and auditing

Friday, November 4th 2016, Laborator IT

Chairpersons:

Professor, Phd **Iuliana Cenar**, “1 Decembrie 1918” University of Alba Iulia
Professor, Phd **Vasile Burja**, “1 Decembrie 1918” University of Alba Iulia
Assoc. Professor, Phd **Raluca Ivan**, West University of Timișoara, Romania

17.15 – 19.00 Papers presentations

17.15 – 17.30

New Challenges for Auditors in Forming an Opinion and Disclosing Information on the Management Report of Financial Statements of Banks

Adela Socol

Discussant: Vasile Burja

17.30 – 17.45

Integrated Reporting for a Good Corporate Governance

Petru Stefea, Roxana-Ioana Bobițan

Discussant: Iuliana Cenar

17.45 – 18.00

The Quality Control Systems for Professional Accountants – To Serve and to Protect

Diana Dumitrescu, Nicolae Bobițan

Discussant: Adela Socol

18.00 – 18.15

Aspects Concerning the Fair Value of Financial Assets and Debts

Andreea Elena Dreghiciu

Discussant: Raluca Ivan

18.15 – 18.30

The Influence of Fiscal Regulations on the Accounting Practice

Mihaela Mihalcea

Discussant: Vasile Burja

18.30 – 18.45

The Influence of the Assessment of the Patrimonial Elements on the Opinion Issued by the Financial Auditor

Mortură Laura-Alexandra

Discussant: Raluca Ivan

18.45 – 19.00

Microeconomic Analysis of Transfer Pricing for an Automotive Components Supplier Using Comparison Method

Alina Oprisor(Ilcus)

Discussant: Iuliana Cenar

Section 4: Marketing and international tourism

Friday, November 4th 2016, Senat Hall

Chairpersons:

Professor, PhD **Iacob Cătoiu**, PhD H.C. of „1 Decembrie 1918” University of Alba Iulia, Romania
Professor, PhD **Gheorghe Orzan**, Academy of Economic Studies, Bucharest, Romania
Assoc. Professor, PhD **Andreea Muntean**, “1 Decembrie 1918” University of Alba Iulia

15.00 – 17.00 Papers presentations

15.00 – 15.15

Coordinates of the Culture Consumption in Urban Environment

Daniel Adrian Gârdan, Iacob Cătoiu, Iuliana Petronela Gârdan

Discussant: Andreea Muntean

15.15 – 15.30

The Influence of the Marketing Communication on Consumer Behavior

Gheorghe Orzan, Raluca-Florentina Tița, Raluca-Giorgiana Chivu, Șefan-Ilie Oanță, Cristian Ionuț Coman

Discussant: Iacob Cătoiu

15.30 – 15.45

How Big Data Can Offer an Optimized Realistic Overview in Marketer Research

Gheorghe Orzan, Andreea-Larisa Boboc, Ioana Burghilea, Luana Diana Stupu

Discussant: Silvia Maican

15.45 – 16.00

Competitiveness and Performances of the Football Leagues: Lessons from the Main European Competitions under a Marketing Approach

Călin Vegheș

Discussant: Andreea Muntean

16.00 – 16.15

Statistical Analysis of the Sales of a Pharmaceutical Company

Raluca Podașcă

Discussant: Călin Vegheș

16.15 – 16.30

An Opinion Mining and Sentiment Analysis Approach for Evaluating Customer Satisfaction in a Digital Banking Environment

Irina Raicu, Mirela Cătălina Türkeș

Discussant: Gheorghe Orzan

16.30 – 16.45

Big Data: The New Organizational Asset

Laurențiu Florentin Stoenică

Discussant: Iacob Cătoiu

16.45 – 17.00

Dimensions of the Satisfaction of Consumers of Educational Services Offered by Romanian Military Higher Education Institutions

Alexandra G. Pricop

Discussant: Maria Popa

17.00 – 17.15 Coffee Break

Chairpersons:

Professor, PhD **Călin Vegheș**, Academy of Economic Studies, Bucharest, Romania

Professor, PhD **Maria Popa**, “1 Decembrie 1918” University of Alba Iulia

Assoc. Professor, PhD **Carmen Paștiu**, “1 Decembrie 1918” University of Alba Iulia

17.15 – 19.00 Papers presentations

17.15 – 17.30

Aspects of the Distribution of Manufacturing, Construction, Trade, Transport and Hospitality Small Enterprises from Romania at Regional Level

Marian Zaharia, Rodica-Manuela Gogonea

Discussant: Gheorghe Orzan

17.30 – 17.45

Some Determinants of Average Expenditure of Tourists Visiting Alba County. A Regression Model Considering White Heteroskedasticity-Consistent Standard Errors & Covariance and Different Weights Techniques

Muntean Andreea, Dobra Iulian Bogdan

Discussant: Călin Vegheș

17.45 – 18.00

The Degree of Knowledge of the Touristic Attractions from Alba County

Ruxandra Lazea, Claudia Olimpia Moisă

Discussant: Andreea Muntean

18.00 – 18.15

Study Regarding the Identification of the Promotional Methods for Alba Iulia City as a Touristic Destination

Claudia Olimpia Moisă, Ruxandra Lazea

Discussant: Iacob Cătoiu

18.15 – 18.30

Opportunities for Harnessing the Tourism Potential of Poarta Raiului (Heaven's Gate) Area from Șureanu Mountains

Larisa Dragolea

Discussant: Maria Popa

18.30 – 18.40

Study Regarding Honey Quality and Methods for Identifying the Adulteration of Honey

Maria Popa, Roxana Bostan, Simona Varvara

Discussant: Silvia Maican

18.40 – 18.50

CSR from Romanian Consumers' Perspective

Silvia Maican

Discussant: Carmen Paștiu

18.50 – 19.00

Using data in strategic planning in SMEs in Romania

Paștiu Carmen Adina

Discussant: Gheorghe Orzan



Section 5: Sustainable innovation and business development

Friday, November 4th 2016, Consiliul de Administrație Hall

Chairpersons:

Professor, PhD **Gheorghe Zaman**, Corresponding Member of Romanian Academy and PhD H.C. of „1 Decembrie 1918” University of Alba Iulia, Romania

Professor, PhD **Jan Polcyn**, Stanisław Staszic University of Applied Sciences in Piła, Poland

Professor, PhD **Moise Ioan Achim**, “1 Decembrie 1918” University of Alba Iulia

15.00 – 17.00 Papers presentations

15.00 – 15.20

Foreign Direct Investments and High Intensity Exports for Sustainable Development In Romania

Elena Banica, Valentina Vasile

Discussant: Moise Ioan Achim

15.20 – 15.40

Pork Market in the Selected EU Countries in the Terms of Economic Integration – Comparative Analysis for old and New Member States

Sebastian Stepien, Jan Polcyn

Discussant: Valentina Vasile

15.40 – 16.00

Consequences of Organic Farming on the Sustainable Society – Romania and European Union

Burja Camelia, Burja Vasile

Discussant: Gheorghe Zaman

16.00 – 16.20

Increasing the Competitiveness of SMEs in Romania in Terms of Sustainable Development

Mihai Valia Maria

Discussant: Jan Polcyn

16.20 – 16.40

Regional Analysis of the Competitiveness of SMEs in Romania in the Context of Sustainable Development

Aniela Bălăcescu, Aurelia Pătrașcu

Discussant: Vasile Burja

16.40 – 17.00

SMEs as Potential Innovation Generators – Economic, Institutional and Social Preconditions

Cornelia Dumitru

Discussant: Sebastian Stepien

17.00 – 17.15 Papers presentations

Chairpersons:

Professor, PhD **Valentina Vasile**, Institute of National Economy, Romanian Academy, Bucharest, Romania
Assoc. Professor, PhD **Sebastian Stepień**, Stanisław Staszic University of Applied Sciences in Piła, Poland
Assoc. Professor, PhD **Paweł Błaszczuk**, Stanisław Staszic University of Applied Sciences in Piła, Poland

Secretary:

Assoc. Professor, PhD **Ionela Gavrilă-Paven**, “1 Decembrie 1918” University of Alba Iulia

17.00 – 18.00 Papers presentations

17.00 – 17.20

The Role of Eco-Innovation Parks for Increased Resource Efficiency in Small and Medium Sized Enterprises

Simona Frone, Dumitru Florin Frone

Discussant: Paweł Błaszczuk

17.20 – 17.40

Study Upon Innovation of SME's From Cugir Following EU Financed Projects and Their Strategy for Sustainable Development

Andrei Viorel Stan, Moise Ioan Achim

Discussant: Ionela Gavrilă-Paven

17.40 – 18.00

Innovation and Creative Economy

Ionela Gavrilă-Paven

Discussant: Michał Wojtaszek

18.00 – 18.20

Innovations as a determinant of SME's competitiveness in Poland

Oniszczyk-Jastrzębek A., Dębicka O., Czuba T.

Discussant: Anca Cristea

18.20 – 18.40

The Role of Transnational Corporations in the Current World Economy

Michał Wojtaszek

Discussant: Vasile Burja

18.40 – 19.00

Competitive Strategy and Strategic Directions for Travel and Tourism Organizations

Mălina Cordoș

Discussant: Michał Wojtaszek