PROGRAM

International Conference on Business Excellence

ICBE - 2010

15-16 October, 2010
Brasov, ROMANIA
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**Academy of Economic Studies Bucharest**
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PROGRAM

Thursday, October 14, 2010
17:30-18:30 Annual meeting of Society of Business Excellence
18:30-19:30 Registration, Hotel Apollonia
20:00-22:00 Welcome Reception offered by the Mayor of Brasov, Sergiana Restaurant

Friday, October 15, 2010
University Aula, str.Iuliu Maniu no.41A
08:30-09:30 Registration & Coffee
09:30-09:45 Conference Opening
09:45-12:45 Plenary Session
13:00-14:00 Lunch

University Aula, str.Iuliu Maniu no.41A
14:00-16:00 Parallel Sessions (A1, B1, C1, D1)
16:00-16:30 Coffee Break
16:30-18:30 Parallel Sessions (A2, B2, C2, D2)
18:45-19:30 Musical Evening
20:30-23:00 Conference Banquet

Saturday, October 16, 2009
09:00-10:30 Parallel Sessions (A3, B3, C3, D3)
10:30-11:00 Coffee Break
11:00-13:00 Parallel Sessions (A4, B4, C4, D4)
13:00-13:30 Transport by bus to Poiana Brasov
13:30-15:00 Lunch, Poiana Brasov
PLENARY SESSION

Friday, October 15, 2010
09:45-12:45, University Aula

Chair: Bratianu Constantin

Honda DNA: Culture of challenge, creativity and innovation
Kobayashi Saburo, Chuo University, Japan

Customer- and technology-orientation in innovation management
Specht Guenter, Darmstadt University of Technology, Germany

Knowledge dynamics in organizations
Bratianu Constantin, Academy of Economic Studies of Bucharest, Romania
Perspectives of knowledge sharing and organizational culture investigation at Hungarian organizations
Gaál Zoltán, Szabó Lajos, Csepregi Anikó, University of Pannonia, Hungary

The organization’s memory morphology: possible solutions starting from the psychologic and cellular bases of the human cognition
Nestian Stefan Andrei, Alexandru Ioan Cuza University of Iasi, Romania

Knowledge creation in the Romanian organizations
Orzea Ivona, Agoston Simona
Academy of Economic Studies of Bucharest, Romania

The concept of BA and knowledge creation
Dinca Violeta Mihaela, Academy of Economic Studies of Bucharest, Romania

Organizational learning and knowledge management
Porumb Elena Marilena, Babes-Bolyai University of Cluj Napoca, Romania

Knowledge channeling in the learning organization
Bejinaru Ruxandra, Stefan cel Mare University of Suceava, Romania
Iordache Stefan, Academy of Economic Studies of Bucharest, Romania

Quantitative techniques used for the evaluation of the intellectual capital. Case study on the romanian SMEs.
Ileanu Bogdan-Vasile, Academy of Economic Studies of Bucharest, Romania

Benefits and barriers to implementing Intellectual Capital initiatives in universities
Dumitru Ionela, Academy of Economic Studies of Bucharest, Romania
SESSION – A2
Knowledge Management
16:30 -18:30, Room A

Chairs: Bodea Constanta-Nicoleta, Mariana Nicolae

Research project scheduling using multi-agent methods
Bodea Constanta-Nicoleta, Badea Ileana Ruxandra
Academy of Economic Studies of Bucharest, Romania
Purnus Augustin, Technical University of Civil Engineering Bucharest, Romania

Numerical scales for decision-makers’ preference judgments in the analytic hierarchy process
Agapie Adriana, Academy of Economic Studies of Bucharest, Romania

Culture-mediated knowledge sharing in medical practice
Vasilache Simona, Academy of Economic Studies of Bucharest, Romania

Leading the leaders - a view to the top
Nicolae Mariana, Academy of Economic Studies of Bucharest, Romania

Integrating the HR strategy
Ghinea Valentina Mihaela, Academy of Economic Studies of Bucharest, Romania

Empirical evidence for the relationship between information technology and business performance
Stegerean Roxana, Gavrea Corina, Babes-Bolyai University of Cluj-Napoca, Romania

Knowledge management and learning organization
Varzaru Mihai, Varzaru Anca Antoaneta, University of Craiova, Romania

Human resource development practices and organizational performance
Osoian Codruta, Zaharie Monica, Babes-Bolyai University of Cluj-Napoca, Romania
SESSION – A3
Strategic Management
09:00-10:30, Room A

Chair: Bacanu Bogdan

Poor macroeconomic governance left Romania disarmed facing crisis
Theodor Stolojan, Transilvania University of Brasov, Romania

Strategic orizontal concentration
Bacanu Bogdan, Transilvania University of Brasov Romania

Strategies used in the hotel industry: a study of Cluj-Napoca’s hoteliers
Bordean Ovidiu, Borza Anca, Mitra Catalina
Babes-Bolyai University of Cluj-Napoca, Romania

Statistical methods to analyse the effectiveness of tourism management
during financial crisis period in Romania
Cristache Silvia Elena, Dobrin Cosmin, Iacob Andreea Iluzia
Academy of Economic Studies of Bucharest, Romania

Transcendent or integrative leadership: a new perspective for strategic planning?
Ciulu Ruxandra, Gavrilovici Ovidiu, Alexandru Ioan Cuza University of Iasi, Romania

The Romanian managerial perception of the organizational mission and vision
Anca Mandruleanu, Academy of Economic Studies of Bucharest, Romania

Convergence strategies and telecommunications
Meghisan Georgeta-Madalina, University of Craiova, Romania
Meghisan Flaviu, University of Pitesti, Romania

Managerial alternatives to cope with the changing environment
Velicu Magdalena, Ciobanu Ghenadie
National Institute of Scientific Research on Labour and Social Protection, Romania
SESSION – A4
Strategic Management
11:00-13:00, Room A

Chairs: Ilies Liviu, Tiron Tudor Adriana

Are there any connection between XBRL and the development stage of a country?
Tiron Tudor Adriana, Urdari Claudia, Babes-Bolyai University of Cluj-Napoca, Romania

Six-Sigma usage for solving delivery problem – an example
Ilieş Liviu, Crişan Emil-Lucian, Mureşan Ioana
Babes-Bolyai University of Cluj-Napoca, Romania

SME’s performance evolution – consequence of improving management
Isaic-Maniu Alexandru, Dragan Irina
Academy of Economic Studies of Bucharest, Romania

The necessity of corporate social responsibility
Moroianu Ramona, Academy of Economic Studies of Bucharest

Ways of improving the performance of the public administration in Romania
Panea Ionut Valentin, Academy of Economic Studies of Bucharest

The efficiency of auctions in public contracts
Tierean Ovidiu Mircea, Transilvania University of Brasov, Romania

Aspects regarding the public involvement in a series of fields of activity in Romania
Balalia Alina Elena, Petrescu Raluca Mariana
Academy of Economic Studies of Bucharest, Romania

Cultural influences on inter-firm cooperation in the context of globalization
Bolboacă Codruţa, Rusu Carmen Ramon,
Babes-Bolyai University of Cluj-Napoca, Romania

The management of renewable resources for the sustainable development of forests
Toader Emil, Vasile Goldis Western University of Arad, Romania
The image of car insurance companies among car shop representatives
Bratucu Gabriel, Boscor Dana, Bratucu Tamara Oana
Transilvania University of Brasov, Romania
Visan Irina, Multi Consulting Group, Brasov, Romania

Characteristics behavior analysis banking products and services
Calota (Fortu) Andreea, Transilvania University of Brasov, Romania

The assertion of consumption goods distribution marketing in retail companies
Balasescu Marius, Balasescu Simona, Transilvania University of Brasov, Romania

Design of effective distribution channels
Barin - Olariu Ioana, Pnhoanca Diana, Vasile Alesandri University of Bacau, Romania

Evaluating the image of brasov as a tourism destination
Constantin Cristinel, Ispas Ana, Candrea Adina Nicoleta
Transilvania University of Brasov, Romania
Gliga Ionut, The Association for the Promotion and Development of Tourism in Brasov County, Romania

An analysis of consumer electronics markets in Europe
Dovleac Lavinia, Transilvania University of Brasov, Romania

Opportunities and risks of multi channel systems in attaining central brand management objectives - the perspective of an industrial goods manufacturer
Dragusinoiu Diana Elena, Mustata Ioan Cristian, Politehnica University of Bucharest, Romania

Key attributes for banking employees in delivering high quality services
Micuda Ion Dan, Ene Sebastian, Racasan Mirela, Chilarez Danut, Serbanica Cristina, Constantin Brancoveanu University of Pitesti, Romania
SESSION – B2
Strategic Marketing
16:30 -18:30, Room B

Chair: Consoli Domenico

A new model of supply chain management in a web service oriented architecture
Consoli Domenico, Musso Fabio, University of Urbino "Carlo Bo", Italy

Crisis image management of an organization by applying approaches public relations
Duhalm Simona, Epuran Gheorghe, Vasile Alecsandri University of Bacau, Romania

Drug prevalence among young people in Brasov: setting the basis of a social marketing campaign
Enache Ioan Constantin, Pralea Anca-Ramona, Transilvania University of Brasov, Romania

Environmental marketing between social responsibility and sustainable development
Funaru Mihaela, Transilvania University of Brasov, Romania

Study on international road transport of goods
Madar Anca, Transilvania University of Brasov, Romania

Country branding through export branding: an evaluation of Romania’s “country of origin” image among E.U. consumers
Moisescu Ovidiu, Babes-Bolyai University of Cluj-Napoca, Romania

Counterfeiting products of wine
Neacsu Nicoleta-Andreea, Transilvania University of Brasov, Romania

Traditional IPA – a useful tool for distribution channels’ quality improvement. The case of a Romanian bank.
Nistor Cosmin Voicu, Radomir Lacramioara, Babes-Bolyai University of Cluj-Napoca, Romania
Negrea Nicoleta Olimpia, E-Martech Euroline Cluj Napoca, Market Research Company, Romania

Marketing management – what do we really want to say?
Zait Luminita, Nichifor Bogdan, Timiras Laura, Vasile Alecsandri University of Bacau, Romania
Some considerations regarding the use of strategic marketing planning within the small and medium sized enterprises
Olteanu Valerica, Curmei Catalin Valeriu, Academy of Economic Studies of Bucharest, Romania

Understanding customers in the Cluj-Napoca retail market using twostep cluster analysis
Pop Ciprian Marcel, Scridon Mircea Andrei, Dabija Cristian, Maniu Andreea Ioana, Zaharie Monica Maria, Babes-Bolyai University of Cluj-Napoca, Romania

Place branding. Case study: branding Romania
Radbata Anca, Fratu Delia Andreea, Transilvania University of Brasov, Romania

The market research in the virtual environment: particularities, advantages and dangers
Tatu Cristian Ionut, Pastiea Mihai
Academy of Economic Studies of Bucharest, Romania

Consumer behavior on furniture market inside European Union
Todor (Hornet) Raluca Dania, Transilvania University of Brasov, Romania

Determining a representative behavior pattern of Brașov consumers of products and travel services
Untaru Elena Nicoleta, Seitan Oana, Transilvania University of Brasov, Romania

Marketing environment in public administration
Voinescu Marian, Transilvania University of Brasov, Romania
Implications of the global financial crisis on public debt in Europe  
Tache Ileana, Lixandroiu Dorin, Transilvania University of Brasov, Romania

Considerations about the europenization and internationalization of the accounting  
Baba Camelia Mirela, Transilvania University of Brasov, Romania

Convergence analysis – cohesion and disparities within the European Union  
Begu Liviu-Stelian, Teodorescu Irina-Teodora  
Academy of Economic Studies of Bucharest, Romania

New approaches in evaluation of infrastructure projects funded from European funds  
Marinescu Desiree, Mittel Elena  
Academy of Economic Studies of Bucharest, Romania  
Luca Oana, Gaman Florian  
Technical University of Civil Engineering of Bucharest, Romania

Swedish management style from Romanian employees’ perspective  
Negrusa Adina Letitia, Gica Oana Adriana  
Babes-Bolyai University of Cluj-Napoca, Romania

Key economic roles of SMEs: an international perspective  
Pop Zenovia Cristina, Maier Veronica, Campeanu-Sonea Eugenia  
Babes-Bolyai University of Cluj Napoca, Romania

Cultural characteristics of the U.S. market and their influence on marketing decisions  
Nicolau Irina, Musetescu Adina, Dimitrie Cantemir Christian University of Brasov, Romania

An economic approach of the religious market  
Plopeanu Aurelian Petrut, Alexandru Ioan Cuza University of Iasi, Romania

The future of the European monetary union after the global economic crisis  
Raileanu Szeles Monica, Transilvania University of Brasov, Romania
Integrated communication within the internal marketing. Case study for the SMEs
Pop Nicolae Al., Academy of Economic Studies of Bucharest, Romania
Neagoe Cristina, Romanian-American University of Bucharest, Romania
Vladoi Anca-Daniela, Academy of Economy Studies of Bucharest, Romania

A conceptual model for performance management of relationship marketing in Romanian SMEs in the B2B services field
Racolta-Paina Nicoleta Dorina, Mone Sorina Diana
Babes-Bolyai University of Cluj-Napoca, Romania

Implementing relationship marketing as strategy in a catalog company
Vaduva Sebastian, Fotea Ioan, Corcea Mihai
Emanuel University of Oradea, Romania

Privacy aspects in the multi-channel marketing approach of the consumers: an exploratory assessment
Veghes Calin, Pantea (Acatrinei) Carmen, Balan (Dugulan) Diana, Lalu Bogdan, Rusescu Marius, Academy of Economic Studies of Bucharest, Romania

Relationship marketing in the insurance industry
Petrescu Eva-Cristina, Ionița Diana, Academy of Economic Studies of Bucharest, Romania

Particularities of sport in what concerns its marketing
Rosca Vlad, Academy of Economic Studies of Bucharest, Romania

Innovative approaches of relationship marketing for service industry
Hnatiuc Cristian, Mihoc Florin
Emanuel University of Oradea, Romania

Consumer behaviour – qualitative or quantitative approach?
Stefura Gabriela, Alexandru Ioan Cuza University of Iasi, Romania
Vasilache Roxana, Petre Andrei University Iasi, Romania
Market liberalization versus ‘National Champions’ in Romania’s electricity sector
Haar Laura, Manchester Business School, United Kingdom

The modelling of corporate social responsibility research
Teodorescu Nicolae, Stancioiu Felicia, Macovei Iustina
Academy of Economic Studies of Bucharest, Romania

Survey to characterize the awareness and information level of Romanian youngsters on eco-travel issues compared to European youngsters
Mitrut Constantin, Serban Daniela, Academy of Economic Studies of Bucharest, Romania
Gruescu Mihaela, Romanian-American University of Bucharest, Romania
Marin (Tusa) Erika, Academy of Economic Studies of Bucharest, Romania

The specificity of customer loyalty strategies used in the tourism and hospitality industry
Baltescu Codruta Adina, Transilvania University of Brasov, Romania

The impact of consumers attitude towards advertising on purchase decision
Comiati Raluca, Plaias Ioan, Babes Bolyai University of Cluj-Napoca, Romania

Assessment of relational marketing strategies by implementation of the RFM Analysis in the scope of leisure services
Balan Dumitru, Canda Andrei, Academy of Economic Studies of Bucharest, Romania

The hedonistic universality and exclusivity of the consumer’s behavior
Enache Elena, Talpau Ionel, Carjila Nicoleta, Purice Suzana
Constantin Brancoveanu University of Braila, Romania

Considerations related to the attitudes, behaviours and opinions of the managers of the micro, small and medium enterprises of Brasov, related to the tender of the financial-accounting services companies
Anton Carmen-Elena, Transilvania University of Brasov, Romania
SESSION – C3
Relationship Marketing
09:00 – 10:30, Room C

Chair: Balan Carmen

Present shifts in consumer complaint management
Balan Carmen, Academy of Economic Studies of Bucharest, Romania

The relation between the performance and satisfaction of students in universities
Pelau Corina, Academy of Economic Studies of Bucharest, Romania

The importance of satisfaction measurement in universities
Bena Irina, Academy of Economic Studies of Bucharest, Romania

Brended mobile application as a useful communication tool between companies and their consumers
Zegreanu Patricia, Academy of Economic Studies of Bucharest, Romania

Analysis of tourism demand in Prahova county
Iacob Cati, Transilvania University of Brasov, Romania

Global consumer marketing in a global village: Fact or Fallacy?
Iosip Alexandru, Transilvania University of Brasov, Romania
Model for fostering integration of organisations in clusters
Tantau Adrian Dumitru, Hincu Daniela, Fratila Laurentiu
Academy of Economic Studies of Bucharest, Romania

Diversity management and intercultural dialogue
Suciu Marta-Christina, Neagu Ana-Maria, Ivanovici Mina,
Bratescu-Ghitiu Alexandru, Academy of Economic Studies of Bucharest, Romania

Improving the innovation management in Romanian SMEs
Alexe Catalin - George, Scarlat Cezar, Alexe Catalina – Monica
Politehnica University of Bucharest, Romania

Statistical indicators for religious studies: participation indicators
and their relationship to entrepreneurial behaviour. Brief
methodological approach
Herteliu Claudiu, Isaic-Maniu Alexandru
Academy of Economic Studies of Bucharest, Romania

Entrepreneurship policy to promote innovation - analysis of
innovation performance
Nastase Carmen, Popescu Mihai, Stefan cel Mare University of Suceava,
Romania

Emerging solution for financing innovative small and medium firms
Prelipcean Gabriela, Stefan cel Mare University of Suceava, Romania
Boscoianu Mircea, Henri Coanda Air Force Academy of Brasov, Romania

Study regarding the development of the perception towards work in
the Romanian SMEs.
Stamule Tanase, Academy of Economic Studies of Bucharest, Romania

Entrepreneurship and innovation in times of crisis
Miron Ramona, Lucian Blaga University of Sibiu Romania
SESSION – D1
Business Education
14:00-16:00, Room D

Chair: Nicolescu Luminita

Similarities and differences in financing higher education in Romania and United Kingdom
Nicolescu Luminița, Academy of Economic Studies of Bucharest, Romania

Who needs who? A Conceptual approach about the cooperation university-business-environment
Dan Mihaela, Academy of Economic Studies of Bucharest, Romania

A statistic survey regarding the assurance of the quality in the high education system
Albu Angela, Chasovschi Carmen, Maftei Daniel, Stefan cel Mare University of Suceava, Romania

Principles of devising the French language course according to specific objectives and competences in the field of economics
Ioana-Paula Armasar, Transilvania University of Brasov, Romania

Ethics and social responsibility of the learning organizations
Chivu Iulia, Ciocarlan-Chitucea Alina, Popescu Daniela Oana
Academy of Economic Studies of Bucharest, Romania

Student evaluation, basic element for quality improvement in the higher education
Ciocea Claudiu, Popa Ion, Ceptureanu Sebastian, Ceptureanu Eduard
Academy of Economic Studies of Bucharest, Romania

Life long learning and its impact on sustainable development
Futezan Monica, Moda S.A. Arad, Romania
Juverdeanu Adrian, Romania

Economics students’ attitudes towards learning English
Maican Maria Anca, Cocorada Elena, Pavalache-Ilie Mariela
Transilvania University of Brasov, Romania
Challenges of Bologna process implementation in Romania
Vogues Kathleen, Glaser-Segura Daniel, Texas A&M University- San Antonio, USA
Dima Mihaela, Academy of Economic Studies of Bucharest, Romania

How continuous learning can improve the performance of companies acting in Romania
Rasca Lavinia, The Institute for Business Administration of Bucharest, Romania
Deaconu Alexandrina, Academy of Economic Studies of Bucharest, Romania

The importance of behavioural drivers in highly complex decisions – choosing higher education programs
Bacila Mihai Florin, Pop Marius Dorel, Ciornea Raluca, Tirca Alexandra-Maria
Babes-Bolyai University of Cluj Napoca, Romania

Imitation versus innovation: a conceptual approach
Militaru Gheorghe, Politehnica University of Bucharest, Romania

A quality related performance approach in higher education
Sandru Ioana Maria Diana, Academy of Economic Studies of Bucharest, Romania

Factor and cluster analysis on higher education in the 37 countries
Stejar Camelia, Academy of Economy Studies of Bucharest, Romania

Modern e-learning tools for business education
Zota Razvan Gabriel, Constantinescu Radu
Academy of Economic Studies of Bucharest, Romania
Are the implications of the financial growth cycle confirmed in a civil law context? Evidence from Spanish SMEs.
Sánchez-Vidal F. Javier, Technical University of Cartagena, Spain

Some considerations regarding the use of indirect methods for preventing and fighting tax evasion
Ialomitianu Gheorghe, Transilvania University of Brasov, Romania

The need for ethics in financial audit
Manolescu Maria, Roman Aureliana-Geta, Roman Costantin, Mocanu Mihaela, Academy of Economic Studies of Bucharest Romania

The hidden costs of European funds
Marinescu Nicolae, Tanase Adriana, Transilvania University of Brasov, Romania

The present financial crises: causes and remedies
Suciu Titus, Transilvania University of Brasov, Romania

Recognition and reversal of impairment losses
Trifan Adrian, Anton Carmen, Transilvania University of Brasov, Romania

Microfinance institutions balanced performance: building organizational capacity for achieving social impact
Moldovan Alexandra, SC Acumen Integrat SRL, Romania
Are companies located in East European countries impacted by macroeconomic environment? Transmission vectors of impact on CEE corporations
Brezeanu Petre, Triandafil Cristina, Academy of Economic Studies of Bucharest, Romania
Morar Adrian, Romanian Banking Institute

Communication and participation in Romanian credit institutions
Constantinescu Liliana Aurora, Dimitrie Cantemir Christian University of Brasov, Romania

The management of public deficit and debt in EU Balkan Countries
Dincă Gheorghita, Bratulescu Letitia Maria, Transilvania University of Brasov, Romania

Using indexes in the analysis of the labor productivity
Dinca Marius Sorin, Transilvania University of Brasov, Romania

Productivity, as measure of national competitiveness. Romania’s status in the EU 27
Drumea Cristina, Transilvania University of Brasov, Romania

The perception of Romanian accountants about the use of estimates
Farcane Nicoleta, West University of Timisoara, Romania
Iordache Elena, Consultant for the Ministry of Finance, Bucharest, Romania
Bogdan Victoria, University of Oradea, Romania

Romanian’s ability to attract structural funds in comparison with other member states of the European Union and determining the connection between the total projects submitted and total projects approved
Florescu Daniela, Romania