



## ECONOMIC EXPERIENCES SEA 10 INTERNATIONAL CONFERENCE

**Organized by:** THE ROMANIAN FOUNDATION FOR BUSINESS INTELLIGENCE, Events Department  
TRANSILVANIA UNIVERSITY OF BRAȘOV, Faculty of Economics and Business  
Administration  
THE ROMANIAN ACADEMY, Commission in charge with the study of  
marketing problems, Iași Branch

*The conference is particularnic focused, but not limited to the following dimensions in:*

1. Economics:

*International economics,  
Macroeconomics,  
Microeconomics,  
Empirical investigation,  
History of Economics,  
European Integration,  
Criticisms of assumptions,  
Economic Informatics,  
Financial Economics,  
Economic Engineering,  
Political Economics,  
Health Economics,  
Peace & War Economics,  
Business Economics,  
Environmental Economics,  
Sustainable Development &  
Economic Growth,  
Household Economics,  
Food Security,  
Agriculture and Aquaculture,  
Accounting, Reporting and  
Performance Measurement,  
Public and Private Pension  
Provision,  
Innovation & technology,  
Agricultural Economics &  
Agribusiness etc.*

2. Management:

*Innovation Management,  
Change Management,  
Human Resource Management,  
Knowledge Management,  
Service Management,  
Auditing and Corporate  
Governance,  
Labor Management, Quality  
Management,  
Strategic Management,  
Project Management,  
Production Management,  
Logistics,  
Risk Management,  
Hospitals management,  
Management best practices*

3. Marketing, Commerce and  
Tourism:

*Marketing & International  
Marketing,  
Entrepreneurship,  
Trade and Investment Flows,  
The Economics of Hospitality*



4. Socio-Economic Studies and Multiculturalism:

*Sociology;*  
*Psychology;*  
*Communication studies;*  
*Anthropology;*  
*Religious Studies;*  
*Arts;*

*Literature;*  
*Linguistics;*  
*Education;*  
*Philosophy;*  
*Political Science;*  
*Medicine;*  
*Human geography;*  
*History;*  
*Law;*  
*Design.*

**Editorial Department:** <http://bxb.ro>

**Next Events & Deadlines:** <http://seaopenresearch.eu>

**Cross-cultural Management Journal Quick review:**

**Periodicity:** 2 times a year

**Access:** free online access

**English version:** ISSN-L: 2286 – 0452

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Cross-Cultural  
Management  
Journal



## Agenda

**Date:** Thursday November 17<sup>th</sup>, 2016  
**Time:** 10:00 – 18:00  
**Hosted by:** Transilvania University of Brasov, International Conference Centre,  
41A Iuliu Maniu Street

9:30 – 10:00 Registration / Coffee

10:00 – 12:00 Plenary Conference

12:00 – 12:30 Coffee/Tea Break

12:30 – 18:00  
1. Oral Sessions (10 minutes / presentation).  
2. Posters (This section is designed for presenters who are not able to be present in person at the conference).

18:30 - Festive Dinner

**Date:** Friday November 18<sup>th</sup>, 2016  
**Time:** 10:00 – 14:00

## Agenda

9:30 – 10:00 Meeting point: International Conference Centre,  
41A Iuliu Maniu Street

10:00 – 14:00 Visiting Brasov. Touristic program.

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## Presidium

**Gabriel BRĂTUCU – Professor, Dean** of the Faculty of Economics and Business Administration, Transilvania University of Braşov

**Constantin DUGULEANĂ – Associate Professor**, Faculty of Economics and Business Administration, Transilvania University of Braşov

**Gheorghe IALOMIȚIANU – ex Minister** in The Ministry of Public Finance of Romania; **Associate Professor**, Transilvania University of Braşov

**Constantin NECULA – Associate Professor**, Lucian Blaga University of Sibiu; **Scientific Editor**, SEA Editorial Department

**Florin Alexandru LUCA – Associate Professor**, Gheorghe Asachi Technical University of Iaşi and The President of Commission in charge with the study of marketing problems, The Romanian Academy; **Scientific Editor**, SEA Editorial Department

**Silviu STANCIU – Professor**, Dunarea de Jos University of Galaţi; **Scientific Editor**, SEA Editorial Department

**Dan SERGHIE – Director**, Romanian Foundation for Business Intelligence; **Editor-in-Chief**, SEA Editorial Department

**Adriana UNGUREANU – PhD, Senior Editor**, SEA Editorial Department

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## Detailed Program, Thursday November 17th, 2016

10:00 - 12:00

### Welcome Message:

**Gabriel BRĂTUCU** – Professor, Dean of the Faculty of Economics and Business Administration, Transilvania University of Braşov

**Constantin DUGULEANĂ** – Associate Professor, Faculty of Economics and Business Administration, Transilvania University of Braşov

### Plenary Conference:

**Gheorghe IALOMIȚIANU** – ex Minister in The Ministry of Public Finance of Romania; Associate Professor, Transilvania University of Braşov

**Constantin NECULA** – Associate Professor, Lucian Blaga University of Sibiu; **Scientific Editor**, SEA Editorial Department

**Florin Alexandru LUCA** – Associate Professor, Gheorghe Asachi Technical University of Iaşi and The President of Commission in charge with the study of marketing problems, The Romanian Academy; **Scientific Editor**, SEA Editorial Department

**Silviu STANCIU** – Professor, Dunarea de Jos University of Galaţi; **Scientific Editor**, SEA Editorial Department

**Dan SERGHIE** – Director, Romanian Foundation for Business Intelligence; **Editor-in-Chief**, SEA Editorial Department

### Moderator:

**Adriana UNGUREANU** – PhD, Senior Editor, SEA Editorial Department

12:00 – 12:30 Coffee/Tea Break

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**12:30 – 14:00 Parallel Sessions (10 minutes / presentation):**

- Chair:**
- Constantin DUGULEANĂ – Associate Professor**, Faculty of Economics and Business Administration, Transilvania University of Braşov
  - Florin Alexandru LUCA – Associate Professor**, Gheorghe Asachi Technical University of Iaşi and The President of Commission in charge with the study of marketing problems, The Romanian Academy; **Scientific Editor**, SEA Editorial Department
  - Silvius STANCIU – Professor**, Dunarea de Jos University of Galaţi; **Scientific Editor**, SEA Editorial Department
  - Dan SERGHIE – Director**, Romanian Foundation for Business Intelligence; **PhD, Editor-in-Chief**, SEA Editorial Department
  - Adriana UNGUREANU – PhD, Senior Editor**, SEA Editorial Department

**Presentations:**

**Andrei-Răzvan CRIŞAN**

*AN ASSESSMENT OF THE TRANSPARENCY LEVEL IN ROMANIAN PUBLIC UNIVERSITIES*

**Oana Simona HUDEA**

*THE NEW KEYNESIAN THEORY AND ITS ASSOCIATED MODEL*

**Stela JAKOVA**

*STOCK MARKET RESPONSE TO FISCAL POLICY SHOCKS: EVIDENCE FROM EU COUNTRIES FROM CENTRAL AND EASTERN EUROPE*

**Victor Nwaoba ITUMO**

*FOOD SECURITY DYNAMICS*

**Brînduşa COVACI**

*CORRELATION BETWEEN PUBLIC FUNDING AND NON-FERROUS INDUSTRY. EVIDENCE FROM CEE AND ROMANIA*

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**Emanuela Maria AVRAM**

*THE RELATIONSHIP BETWEEN THE UNIVERSITY IMAGE AND STUDENTS' WILLINGNESS TO RECOMMEND IT*

**Mariana C. JUGĂNARU, Kamer Ainur M. AIVAZ, Ion Danut I. JUGĂNARU**

*SIGNIFICANT MOMENTS IN THE HISTORY AND EVOLUTION OF THE TOURISTIC CITY OF CONSTANTA AND ANTICIPATION OF THE NUMBER OF ARRIVED TOURISTS USING ARIMA MODELS*

**Shayb Hezi AVIRAM**

*NOBODY IS PLANNING TO FAIL, BUT MANY COMPANIES ARE FAILING BECAUSE OF LACK OF PLANNING*

**Radu-Daniel LOGHIN**

*AN ETYMOLOGICAL APPROACH TO THE MOLDAVIAN CHART OF ACCOUNTS*

**Stelian MANOLACHE**

*THE CONTEMPORARY MIGRATION PHENOMENON – THE (UN) SOLVED PROBLEM OF THE EUROPEAN COMMUNITY?!*

**Marius ANDREESCU, Andra PURAN**

*THE PRINCIPLE OF PRIORITY OF THE EUROPEAN UNION'S LAW. LEGAL CONSEQUENCES*

**Mihai Cosmin FĂNARU**

*ONLINE COMMUNICATION IN THE BRICOLAGE MARKET*

**Brîndușa COVACI, Roxana PARASCHIV**

*WORLD TEXTILE, CLOTHING, LEATHER AND FOOTWEAR INDUSTRY. 2000 – 2015 SHORT OUTLOOK*

**Marius ANDREESCU, Andra PURAN**

*SOME CONSIDERATIONS REGARDING THE PROVISIONS OF ARTICLE 53 OF THE ROMANIAN CONSTITUTION*

**Larisa GAVRILĂ, Constantin BRAN, Sorin IONESCU**

*THE COST OF SOFTWARE PERSONALIZATION*

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**Stefan-Dragos CIRSTEA, Calin MOLDOVAN TESELIOS**

*INFLUENCE OF ADVERTISING ON THE WAY OF ACTION IN THE ACQUISITION OF OVER-THE-COUNTER DRUGS*

**Loredana PĂTRUȚIU BALTEȘ**

*CHANGING THE CONSUMER BEHAVIOR UNDER THE INFLUENCE OF DIGITAL MARKETING*

**Ioan-Vlăduț NUȚU, Adina-Roxana MUNTEANU, Ramona-Nicoleta PÎRLOG**

*IMPACT FACTORS FOR THE DEVELOPMENT OF YOUNG ENTREPRENEURS IN ROMANIA*

**Constantin SASU, Marius Sorin DANGĂ**

*ELECTORAL PRESCRIBERS. WHO ARE THEY?*

**Adina-Roxana MUNTEANU, Ioan-Vlăduț NUȚU**

*THE PRICE DYNAMICS ON THE ORGANIC MARKET IN ROMANIA BETWEEN 2010 AND 2015*

**Anamaria-Cristina ANDREI, Irene-Elena PAPUC**

*A SUSTAINABLE URBAN MOBILITY PLAN - SOLUTION FOR A CITY OF THE FUTURE?*

**Lucica SINTEA (ANGHEL)**

*RISKS IN PUBLIC PROCUREMENT*

**Ariadna-Ioana JURAVLE (GAVRA), Constantin SASU, Loredana TERC-VLAD**

*THE DESTINATION IMAGE OF BUCOVINA AMONG ROMANIAN TOURISTS*

**POSTERS**

**Iulian APOSTU – FEMININE RESOURCES OF POWER**

**Aida P. CATANĂ, Daniela MANEA, Emilia ȚIȚAN - THE SUSTAINABLE DEVELOPMENT OF THE BRASOV GROWTH POLE**

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