

*The 5th International Conference in
Economics and Administration
ICEA - FAA 2013
7 – 8 JUNE 2013
<http://itchannel.ro/faa-sesiune/>*

organized by

*The Faculty of Business and Administration
University of Bucharest*

Conference program

ICEA - FAA 2013

June 7th

8,30 – 9,30: *Registration of the participants*

Place: *In the hall of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

9,30: *Welcome to the participants: Professor Dr. Magdalena Platis, Vice – Rector of the University of Bucharest*

Place: *Conference Hall, First Floor*

Plenary Session

Moderator: *Professor Dr. Christina Suci, The Academy of Economic Studies, Bucharest, Romania*

9,40 – 10,00: *Old and New Economic Challenges for the French Health System*

Speaker: *Jacky Mathonnat, Centre d'Études et de Recherches sur le Développement International, Université d'Auvergne*

10,00 – 10,20: *The Importance of Fairness in Tax Policy: Behavioral Economics and the UK Experience*

Speaker: *Simon James, University of Exeter Business School, United Kingdom*

10,20 – 10,40: *Industrial districts: past, present and future. The Italian experience, the case of Romania, the emergence of new industrial paradigms.*

Speaker: *Fabio Musso, Urbino University, Italy*

10,40 – 11,00: *Relational Dynamics and Health Economics: Resurrecting Healing*

Speaker: *David Stefan Bathory, Psy.D. Bathory International LLC Somerville New Jersey USA*

11,00 – 11,30: **Coffee Break. Discussions.**

Parallel sessions and workshops:

**Workshop on Applied Behavioral Economics and Decision Theory
Workshop on Health Economics**

7 June 2013

Place: First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest

Room: Conference Hall

Session 1

Chair: David Bathory, Psy.D. Bathory International LLC Somerville New Jersey USA

11,30 – 11,50: Commitment Devices: Nice or Mean Means,

Author: Michael Möcker, Fern Universität in Hagen,

11,50 – 12,10: Does informing groups of peer progress make groups succeed?: Evaluating a social norms nudge in the public goods game

Authors: Justus J. H. P. Timmers, University of Warwick; Vishal George, University of Warwick

12,10 – 12,30: Financial Literacy and its Impact on Microinsurance Demand

Author: Shailee Pradhan, University of St. Gallen, Switzerland

12,30 – 12,50: Mental representations of the saving process

Author: Rodica Ianole, University of Bucharest

12,50 – 13,10: Nonlinear pricing with loss aversion

Authors: Catarina Roseta-Palma and Ricardo Correia, Instituto Universitário de Lisboa, Portugal

13,10 – 13,30: Neuroeconomics and Agent-Based Computational Economics

Author: Shu-Heng Chen, National Chengchi University, Taipei, Taiwan

13,30 – 14,30: Lunch Break. Discussions.

Place: First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest

Session 2

Chair: Camelia Cojocaru, University of Bucharest, Romania

14,30 – 14,50: Pushed Gossip & Viral Effects in Healthcare Marketing

Author: Maurice Codourey, President Scaph, Swiss Communication and Marketing Association of Public Health

14,50 – 15,10: Healing Worldwide Wounds- Applied Trauma Theory and Relational Dynamics

Author: David Stefan Bathory, Psy.D. Bathory International LLC Somerville New Jersey USA

15,10 – 15,30: Disability and Labour Market Outcomes: An Empirical Analysis Across Europe

Author: Claudio Deiana, Economics Department, University of Essex, UK

15,30 – 15,50: Telemedicine – the future of health services? A study-case of telemedicine implementation in Romania, Tg. Mures Hospital

Author: Silviu Cojocaru, University of Bucharest

15,50 – 16,10: Economic losses caused by burnout syndrome among prison personnel in Bulgaria

Authors: Rумыana Stoyanova, Stanislava Harizanova, Medical University Plovdiv, Bulgaria

16,10 – 16,30: The influence of behavioural factors on insurance decision in the Romanian market

Author: Cristian Buzatu, Babes-Bolyai University, Cluj Napoca

16,30 – 17,00: Coffee break. Discussions.

17,00 – 17,20: Agent-Based Modeling in an asset market with agents subject to mimetic behavior

Authors: Souhir Masmoudi, CERGAM (IAE Aix en Provence) & UREA (FSEG SFAX)

17,20 – 17,40: The Reality of the Resistance to Innovation in the Marketplace

Authors: Roxana Adam, Viorel Cornescu, University of Bucharest

17,40 – 17,50: Emotions and Decision Making

Author: Agnes Virlics, Lucian Blaga University, Sibiu, Romania

17,50 – 18,10: An Economic Approach Reconsidered: Behavioural Economics. How We Can Avoid Another Crisis in the Future? How Can We Manage the Current Crisis?

Authors: Alina Ștefania Chenic (Crețu), Academy of Economic Studies, Bucharest, Romania; Silvia Mărginean, "Lucian Blaga" University of Sibiu, Romania, Adrian Miron, University of Medicine and Pharmacy "Carol Davila", Bucharest, Speranta P[rciog, IINCSMPS, Romania,

19,00: Dinner

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

Workshop on Management Science and Information Technology

7 June 2013

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

Room: *B*

Session 1

Chairs: *Massimo Ciambotti, Department of Economics, Society and Politics, University of Urbino "Carlo Bo", Italy and Irina Purcarea, The Bucharest University of Economic Studies, Bucharest, Romania*

11.30 – 11.50: *The Penetration of Business Information Systems in Small and Medium-Sized Enterprises in Italy and Hungary: A Comparative Study*

Authors: Selena Aureli, Massimo Ciambotti, Péter Sasvári

13.00 – 13.20: *Competition on the WEB Treated by the Economics of Networks*

Author: Iulian Caraganciu, Lucian Blaga University, Sibiu, Romania

13,30 – 14,30: Lunch Break. Discussions.

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

14.30 – 14.50: *IBM Power Systems - Advanced Support for Operations Consolidation Through Virtualization and Cloud Computing*

Authors: Camelia Cojocaru, Silviu Cojocaru, University of Bucharest

Session 2:

Chairs: *Marta Christina Suciu, The Bucharest University of Economic Studies, Romania and Cristina Raluca Popescu, University of Bucharest, Romania*

14.50 – 15.10: *Generations and Market Economy*

Author: Viorica Jeleu, Spiru Haret University, Bucharest, Romania

15.10 – 15.30: *The Future of Science Policy in Iran; Application of Era-Based Cellular Planning for Knowledge Development in the Light of Collage Metaphor (Case Study: Administration)*

Authors: Ali A. Pourezzat, Associate Professor of Public Administration, University of Tehran, Tehran, Iran, Hashem Sodagar, Master of Islamic Studies and Management, Imam Sadiq University, Tehran, Iran, Sadabadi, Ali Asghar, University of Tehran, Tehran, Iran

15.30 – 15.50: *Learning-by-Doing in Simulated Enterprises*

Author: Radu Herman; University of Bucharest

15.50 – 16.10: *Economic Education. New Challenges & Opportunities*

Authors: Suci Marta Christina, Bucharest University of Economic Studies; Lacatus Maria Liana; Bucharest University of Economic Studies

Session 3:

Chair: *Iulian Caraganciu, Lucian Blaga University, Sibiu, Romania*

16.10 – 16.30: *DOW Effects in Returns and in Volatility of Stock Markets During Quiet and Turbulent Times*

Authors: Ramona Dumitriu; University "Dunarea de Jos" Galati; Razvan Stefanescu; University "Dunarea de Jos" Galati

16,30 – 17,00: Coffee break. Discussions.

17.00 – 17.20: *Impact of the Foreign Exchange Rates Fluctuations on Returns and Volatility of the Bucharest Stock Exchange*

Authors: Razvan Stefanescu; University "Dunarea de Jos" Galati; Ramona Dumitriu; University "Dunarea de Jos" Galati

17.20 – 17.40: *An Applied Analysis on the Use of Specific Human Capital of Higher Education Graduates Within the Fields of Economics and Administrative Studies*

Author: Ioana - Julieta Josan; University of Bucharest; Ph.D. Student at the National Institute of Economic Research"Costin C. Kiritescu"

17,40 – 18,00: *Application of Vanin Model for the WEB Market*

Author: Caraganciu Iulian, University Lucian Blaga, Romania, Sibiu

18,00 – 18,20: *A Short-Term Demand Forecasting Simulation Model for Information-Driven Resource Planning*

Author: Eric Eisenstat, University of Bucharest

19,00: Dinner

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

ICEA 2013 - Section A:

7 June 2013

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

Room: A

Session A.1.:

Chair: *Magdalena Rădulescu, University of Pitesti, Romania*

11,30 – 11,45: *Analysis of the European Union Regulatory Requirements with Implications for Sustainability Reporting*

Author: Patrycja Hqbek, Silesian University of Technology, Faculty of Organisation and Management;

11,45 – 12,00: *Is the Potential Rise of the BRICS a Threat for the European Union?*

Author: Ionut Mihai Ungureanu, Vrije Universiteit Brussel

12,00 – 12,15: *The Trends of the Non-Governmental Credit in Romania During the Crisis Period*

Author: Magdalena Radulescu, Madalin Enescu, University of Pitesti, Romania

12,15 – 12,30: *FDI Technological Spillovers and Access to Credit*

Authors: Vlad Manole, Rutgers University ; Mariana Spatareanu , Rutgers University, USA

12,30 – 12,45: *Lending and Financial Instability*

Author: Cristian Ionescu; Academy of Economic Studies; Bucharest

12,45 – 13,00: *Business Cycles and Financial Instability*

Author: Cristian Ionescu; Academy of Economic Studies; Bucharest

13,00 – 13,15: *Business Processes in Contemporary Society – A Theoretical Approach*

Authors: Popescu A. Veronica Adriana; Commercial Academy of Satu-Mare, Satu-Mare and The Bucharest University of Economic Studies, Bucharest; Popescu N. Gheorghe; The Bucharest University of Economic Studies, Bucharest; Popescu Gh. Cristina Raluca; University of Bucharest, Bucharest;

13,15 – 13,30: *Determinants of Performance in Contemporary Society – A Theoretical Approach*

Authors: Popescu N. Gheorghe; the Bucharest University of Economic Studies, Bucharest; Popescu A. Veronica Adriana; Commercial Academy of Satu-Mare, Satu-Mare and the Bucharest University of Economic Studies, Bucharest; Popescu Gh. Cristina Raluca; University of Bucharest, Bucharest;

13,30 – 14,30: Lunch Break. Discussions.

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

Session A.2.

Chair: Mark Gal, Corvinus University of Budapest, Hungary

14,30 – 14,45: *Is Leadership Overrated? Public Leadership Competencies and Challenges for the Future.*

Author: Mark Gal; Faculty of Social Sciences, Political Science PhD School – Public Administration subprogram; Corvinus University of Budapest, Hungary

14,45 – 15,00: *Marketing communication channels used by local governments vs. tourists' expectations*

Authors: Joanna Hernik, The West - Pomeranian University of Technology, Poland, Agnieszka Smalec, University of Szczecin, Poland

15,00 – 15,15: *The Role of Education for Growth in Bulgaria*

Author: Mariya Neycheva, Burgas Free University, Bulgaria

15,15 – 15,30: *The Impact of Entrepreneurial Culture in the View of Political Leaders Within the European Union*

Author: Eleonora Gabriela Baban; The Bucharest Academy of Economic Studies

Session A.3.

Chair: Anca Bratu, University of Bucharest

15,30 – 15,45: *Aspects of Legislative Regulation of the Organisation of Accounting in the Republic of Bulgaria,*

Author: Gergana Nikolova, Burgas Free University, Burgas, Bulgaria

15,45 – 16,00: *The Importance of Performance Audit Missions Within the Context of Public Audit in Republic of Moldova*

Author: Veronica Dolineanschi, The Institute of Economy, Finance and Statistics;

16,00 – 16,15: *Internal Control in Romanian Public Institutions*

Author: Mihai Maria Valia, Petroleum-Gas University of Ploiesti; David Oana; “Politehnica” University of Bucharest

16,30 – 17,00: *Coffee break. Discussions.*

Session A.4.

Chair: Anca Monica Ardeleanu, University of Bucharest

17,00 – 17,15: *Internet Law: Notion and Principles*

Author: Dan Cimpoieru, University of Bucharest, Faculty of Business and Administration

17,15 – 17,30: *Civil Liability and Professional Liability for Defective Products*

Authors: Spasici Camelia, University of Bucharest; Anca Nicoleta Gheorghe, Nicolae Titulescu University

17,30 – 17,45: *Controversies regarding the suspension of the employment relationship of public servants due to temporary disability*

Author: Anca Monica Ardeleanu, University of Bucharest

17,45 – 18,00: *Controversies on the mandatory procedure of information about the mediation procedure.*

Author: Anca Monica Ardeleanu, University of Bucharest

19,00: Dinner

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

ICEA 2013 - Section B:

7 June 2013

Place: Ground floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest

Room: Panduri

Chair: Răzvan Papuc, Dean of the Faculty of Business and Administration, University of Bucharest

14,30 – 14,45: Nicolas Georgescu - Roegen – Bioeconomics and the Economic Process

Authors: Sima Cristian, CISE, Bonciu Cătălina, University of Bucharest, Gheorghe Marinescu, University Dimitrie Cantemir, Marius Bulearca, CISE,

14,45 – 15,00: Pollution Management for a Sustainable Development

Author: Marius Bulearca, CISE, Constantin Ghiga, University of Bucharest

15,00 – 15,15: Elements of the Formation and Evolution of the Railway Transports in Romania and in the World

Author: Nistor Cornelia, Faculty of Business and Administration, University of Bucharest, Romania

15,15 – 15,30: Strategy and Creativity

Authors: Sorin-George Toma, Paul Marinescu, University of Bucharest, Romania

15,30 – 15,45: The Need to Set Up a Leadership Centre in the Romanian Academic Environment

Authors: Paul Marinescu, Sorin-George Toma, University of Bucharest

15,45 – 16,00: The Influence of Monetary Policy on Bank Lending in Romania

Authors: Leoveanu Valentin Mihai, Sandu Mihaela Cornelia, University of Bucharest

16,00 – 16,15: Entrepreneurship in Times of Economic Crisis

Authors: Grigore Ana-Maria, Ionescu Vladimir-Codrin, University of Bucharest

16,15 – 16,30: Quality and Competitiveness Within Organizations

Authors: Ionescu Vladimir-Codrin, Grigore Ana-Maria, University of Bucharest

16,30 – 17,00: Coffee Break. Discussions

17,00 – 17,15: Landmarks in the History of Management Theories and Practices

Authors: Ionescu Vladimir-Codrin, Nistor Cornelia, University of Bucharest

17,15 – 17,30: Essential Ingredients of a Successful Manager

Authors: Marius Bulearca, CISE, Daniel Tamarjan, Freedom Healthnet Ltd., Bournemouth, UK

17,30 – 17,45: Social representations – „reading grid” of public institution image

Author: Corina Radulescu, University of Bucharest

17,45 – 18,00: Analysis of Investment Environment in Romania

Author: Valentin Mihai Leoveanu, University of Bucharest, Faculty of Administration and Business

19,00: Dinner

Place: *First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest*

Workshop on Retailer-Consumer Relationships

8 June 2013

Place: First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest

Room: Conference Hall

Section 1.

Chair: Fabio Musso, University of Urbino "Carlo Bo", Italy

10 – 10,20: Exploring the Factors Influencing the Intention to Use Self-Service Technologies: An Eastern European Perspective

Authors: Laurentiu Mincu, Manchester Business School, University of Manchester, Manchester, UK, Thorsten Gruber, Loughborough University, Loughborough, UK

10,20 – 10,40: The communication of foreign products in China through the store: an empirical analysis

Authors: Francesca Checchinato, Lala Hu, Tiziano Vescovi, Department of Management – Università Ca' Foscari Venezia, International Management to Asia Laboratory, Italy

10,40 – 11,00: Shopping centers. Retail location. Town Center Management. The Case of Citypark Shopping Center – Albania

Author: Reila Bozdo, Marketing Department, Faculty of Economy, University Of Tirana, Albania

11,00 – 11,20: Global Retailers, Market-Driven Management and Innovation

Authors: Silvio M. Brondoni, Margherita Corniani, Sabina Riboldazzi, University of Milano-Bicocca, Italy

11,30 – 12,00: Coffee Break

Section 2

Chair: Silvio Brondoni

12,00 – 12,20: Customer Loyalty to Retail Stores: Theory Test and Explanation

Authors: Arturo Z. Vásquez-Parraga, Miguel Angel Sahagun, Pablo-Jose Escobedo, University of Texas-Pan American, College of Business Administration

12,20 – 12,40: Effects of Magical Thinking and Superstitious Beliefs on Consumer Behaviour

Author: Adela Coman, University of Bucharest

12,40 – 13,00: *Factors driving consumer attitude and purchase intention towards hunting firearms*

Authors: Tonino Pencarelli, Barbara Francioni, Linda Gabbianelli, University of Urbino "Carlo Bo", Italy

13,00 – 13,20: *Assessing consumer loyalty in retailing – Corporate Social Responsibility Measures*

Author: Dan Cristian Dabija, Babes Bolyai University Cluj-Napoca, Romania

13,30 – 14,30: Luch Break. Discussions

Virtual Presentations at ICEA 2013

1. EFFECTIVE INFORMATION TECHNOLOGY GOVERNANCE DETERMINANTS: A STUDY OF INVOLVEMENT OF TOP MANAGEMENT IN IT AND INTERNAL CONTROL

Authors: Samuel David Lee, Accounting Department, Faculty of Economics, Gunadarma University; Aris Budi Setiawan, Accounting Department, Faculty of Economics, Gunadarma University

2. THE POSSIBILITY OF ADOPTING THE INFLATION TARGETING POLICY: THE CASE OF TUNISIA

Author: Kadria Mohamed, University of Tunis El Manar

3. THE ASSESSMENT OF EFFECTIVENESS OF CAF METHOD USAGE IN THE PROCESS OF IMPROVEMENT OF MUNICIPAL ADMINISTRATION

Authors: J. Łuczak, Poznań University of Economics, Faculty of Commodity Science, Department of Standardized Management Systems; Radoslaw Wolniak, Silesian Technical University, Faculty of Organisation and Management, Poland

4. A TYPOLOGY OF ORGANIZATIONAL CULTURES IN TERMS OF IMPROVEMENT OF THE QUALITY MANAGEMENT

Author: Radoslaw Wolniak, Silesian Technical University, Faculty of Organisation and Management, Poland

5. EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN EMPLOYEES' PARTICIPATION IN STRATEGIC PLANNING AND ORGANISATIONAL PERFORMANCE

Author: Olu Ojo, Department of Business Administration, College of Management and Social Sciences, Osun State University, Nigeria

6. FINANCIAL DEVELOPMENT, INSTITUTIONS AND ECONOMIC POLICY – PANEL DATA EVIDENCE

Author: Ioannis Filippidis, PhD student, Aristotle University of Thessaloniki,

7. RUMANIAN VS BULGARIAN TOURIST MARKET, A PERSPECTIVE FOR DESTINATIONS SUCH AS ALBANIA.

Author: Stela Zoto; Universiteti "Fan S. Noli" Korca Albania; Klaudeta Merollari; Universiteti "Fan S. Noli" Korca Albania

8. THE IMPACT OF THE GLOBAL FINANCIAL CRISIS IN ALBANIA

Authors: Klaudeta Merollari, University "Fan S. Noli" Korça, Stela Zoto, University "Fan S. Noli" Korça

9. Tunisian Health System and Factors of Health Expenditures

Author: Emna ESSADDIK , Researcher-teaching University of Sousse -Tunisia

10. A REVIEW ON QUALITY MANAGEMENT AND INNOVATION IN THE IRANIAN CONSTRUCTION INDUSTRY

Author: Shabnam Yazdani Mehr, Abdelnaser Omran, Universiti Sains Malaysia

11. THE STRATEGIES OF SOCIAL-CRM: The Potential Of Social Communication In The Wine Sector

Authors: Antonio Iazzi, Oronzo Trio, Monica Fait, Lea Iaia, University of Salento, Italy

12. THE ROLE OF WEB COMMUNICATION TO ENHANCE THE VALUE OF RETAIL TRADE IN SMALL CITIES

Authors: Marco Cioppi, University of Urbino "Carlo Bo", Italy

13. MUSICAL PRIMING EFFECTS ON FOOD PREFERENCE

Author: Francesco Petrucci, University of Urbino "Carlo Bo", Italy

Thank you for your participation to ICEA 2013, we are looking forward to meet you again at ICEA 2014!

Conference Chair,

Dr. Elena Druică

Faculty of Business and Administration

University of Bucharest, Romania

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