

The International Conference on Administration and Business

ICEA - FAA 2009

14 – 15 NOVEMBER 2009

<http://conference@faa.ro>

organized by

**The Faculty of Business and Administration
University of Bucharest**

Organizing Committee

Conference Manager:

Professor Dr. Elena Druica, University of Bucharest

Email: druica_e@faa.ro or elenadruica@yahoo.com

Romanian Organizing Committee

- *Professor Dr. Viorel Cornescu, founder of the Faculty of Business and Administration*
- *Professor Dr. Magdalena Platis, Dean of the Faculty of Business and Administration*
- *Assoc. Professor Dr. Razvan Papuc, scientific secretary of the Faculty of Business and Administration*
- *Lecturer Dr. Siviu Cojocaru, Faculty of Business and Administration*
- *Lecturer Dr. Anca Bratu, Faculty of Business and Administration*
- *Teaching Assistant Cristina Constantinescu, Faculty of Business and Administration*
- *Dr Student Radu Herman, Faculty of Business and Administration*
- *Dr Student Ioana Josan, Faculty of Business and Administration*
- *Dr. Student Cristina Constantinescu, Faculty of Business and Administration*
- *Dr. Student Mihaela Sandu, Faculty of Business and Administration*
- *Economist Carmen Gheorghita, Financial Manager, Faculty of Business and Administration*

Scientific Advisory Board

*The organizers thank to the scientific advisory board of the **Economic and Administrative Sciences Series of the Annals of the University of Bucharest**, as well as to some of the members of the editorial board of the **International Journal of Innovation in the Digital Economy** for their effort in reviewing the submissions. Independent reviewers have also contributed to raising the scientific level of the registered papers.*

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- *Mehran Nejati, Universiti Sains Malaysia, Malaysia*
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- *Dan Popescu, “Lucian Blaga” University from Sibiu, Romania*
- *Ali Pourezzat, University of Tehran, Iran*
- *Andrei Stanoiu, “Nicolae Titulescu” University, Bucharest, Romania*

The International Conference in Economics and Administration

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Preliminary Program

November 14th

9,00 a.m. Registration of the participants, in the hall of the “Rectorat” Building of the University of Bucharest, Kogalniceanu Avenue 36 - 46, Sector 5, First Floor, in front of “Stoicescu” Hall, First Floor

9,30: Welcome to the participants: Professor Dr. Magdalena Platis, Dean of the Faculty of Business and Administration

Plenary Session

Hall: Stoicescu, First Floor

10,00 – 10,30: Prof. Dr. Jacky Mathonnat, University Auvergne, France
Global health : some financial and economic issues

10,30 – 11,00: Prof. Dr. Klaus Armingeon, University of Berne, Switzerland
Varieties of capitalism, industrial relations and the welfare state: Central and Eastern European Countries in comparative perspective

11:00 – 11,30: Dr. Dan Oprescu, Cass Business School, London, UK
Risk measurement and economic capital at enterprise level

11,30 – 12,00 Coffee Break

12,00 – 12,30: Res. Oliver Krone, University of Lapland, Finland
Language relativism and Knowledge Integration – Of the tirade knowledge, language and thinking

12,30 – 13,00: Dr. Abdelnaser Omran, Universiti Sains Malaysia, Malaysia
Urban Challenges

13,00 – 13,20: Professor Shinji Naruo, Japan
A Theory for Social Institution. The policy and institution in the country on transition to market economy

13,20 - 13,40: Professor Dr. Christina Suciu, Academy of Academic Studies, Bucharest
Crisis and the Creative Economy. Attitudes of Romanian Students Toward Creativity

13,40 - 14,00: Professor Dr. El Thalassinos, University of Piraeus, Greece
The Recent Financial Bubble: An Overview

14, 00: Lunch Break

Place: The Students' Restaurant of the University of Bucharest, Kogalniceanu Avenue 36 - 46, Sector 5

15, 00: Sections Work

Section 1: Economics:

Hall: Amphitheatre. 3, Ground Floor

Chairs:

- Prof. Dr. Klaus Armingeon, University of Berne, Switzerland
- Dr. Eric Eisenstat, University of California, Irvine, USA
- Teaching Assistant. Cristina Constantinescu, Faculty of Business and Administration, University from Bucharest

1. Meta-Globalization: Spatial Dislocations and Extended and Dynamic Clustering

Author: Takis Damaskopoulos, Executive Director and Principal Researcher, European Institute of Interdisciplinary Research (EIIR) Paris, France

2. The Lithuanian Youth Emigration as the Problem of Entrenchment into the Country's Labor Market

Author: Edita Petuškienė, Faculty of Management and Administration, Assistant of Economics Department

3. Crisis in the European Emerging Countries – Causes, Effects and Recovery Programs

Author: Dr. Senior Lecturer Radulescu Magdalena, University of Pitesti, Romania

4. The Scientific Basis of Cooperation Economics

Authors: Shaoan Huang, Su Zhang, The Central University of Finance and Economics, China

5. Labor Market Characteristics and Migration Motives of the EU Candidate Countries and Selected EU Members

Authors: Dr. Bilas, Vlatka, MA Franc, Sanja, Faculty of Economics and Business, University of Zagreb, Croatia

6. Evaluation of a social discount rate for the Russian Federation

Author: Lecturer Mariya Sheluntsova, Higher School of Economics, Perm Branch

7. Capital Tax Competition in the European Union: Theory and Evidence from Two Natural Experiments

Author: Sotiris Karkalakos, Keele University, Staffordshire, United Kingdom, Miltiadis Makris Department of Economics, University of Leicester, United Kingdom

8. Human Behaviour, Economic Theories and Financial Crisis

Author: Dr. Student Laura Florescu (cas.Gherghel) Universitatea Al.I.Cuza” Iasi, Romania

9. Terms of Trade and Economic Growth of Emerging Market Economies

Author: Dr. Student Mustafa Cakir, University of Johannesburg, Department of Economics, Johannesburg, South Africa

10. The Influence of Global Financial Crisis on Georgian Economy

Authors: Dr. Student Giorgi Katsitadze, Telavi State University, Georgia; Undergraduate Student Marika Kiknadze, Undergraduate Student, Batumi State University, Georgia

11. An Overview of the Romanian Health Economics

Authors: Professor Dr. Cornescu Viorel, Prep. Ianole Rodica, Dr. Student Oprea Denise, Faculty of Administration and Business, University of Bucharest, Romania

12. Ways to Improve Communication in the Context of Economic Globalization (Case of European Union)

Authors: Assistant Professor Ioana – Julieta Josan, Faculty of Administration and Business, University of Bucharest, Romania

13. Private Labels, Retail Competition and Upstream Counterstrategies: Why are some retailers delisting National Brands?

Author: Pedro Carreira Instituto Politécnico de Leiria, Universidade Nova de Lisboa

14. Business Plan - Between Necessity and Utility; Demands in the Competitive, Contemporary and Economic Context

Author: Prep. Baban Eleonora Gabriela, Faculty of Business and Administration, University from Bucharest

15. Psycho-Social Determinants in the Temporary Economic Migration

Authors: Tomşa Raluca, Faculty of Psychology and Educational Sciences, Bonciu Cătălina, Faculty of Administration and Business, University of Bucharest, Romania

16. The Internationalization Strategy in a Global Age

Authors: Hagi Alina, Clipici Emilia, University of Pitesti

17. Human Behavior and Development Economics

Author: Associate Professor Dr. Adela Coman, Faculty of Administration and Business, University of Bucharest

18. Global Economic Development Strategy: Challenges to Muslim Countries

Author: Anyachebelu Francis Okezie International Islamic College, Ukato Matthew, Orange International College, Kuala Lumpur Malaysia

19. Sustainable Production and Consumption Patterns - A Viable Solution for The Current Economic Context

Authors: Dr Candidate Suzana Elena Chiriac, Dr Candidate Ioana Maria Ghidiu-Bîta, Bucharest Academy of Economic Studies

20. Households Income in Romania Before the Economic Crisis

Authors: Senior Researcher Dr. in Economics Molnar Maria, Institute of National Economy – Romanian Academy

21. Demand – Side Learning Among Duopolist Firms

Author: Dr. Eric Eisenstat, University of California, Irvine, USA

Section 2: Applied Economics:

Hall: Amphitheatre “Cantemir”, Second Floor

Chairs:

- Professor Dr. Ion Bucur, Faculty of Administration and Business, University of Bucharest, Romania
- Lecturer Dr. Abdelnaser Omran, School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
- Assistant Professor Herman Radu, Faculty of Administration and Business, University of Bucharest, Romania

1. Globalization and Financial Markets

Authors: Professor Dr. Ion Bucur, Faculty of Administration and Business, University of Bucharest, Romania

2. The Choice of Market Entry Modes in the African Telephony Industry

Author: Maxwell Chanakira, Tshwane University of Technology

3. Dairy Supply Response under Stochastic Trend and Seasonality: A Structural Time Series Analysis in Iran

Authors: Reza Moghaddasi, Assistant Professor, Agricultural Economics Dept, Science and Research Branch, Islamic Azad University, Tehran; Forooz Jezghani, Ph.D Student, Agricultural Economics Dept, Science and Research Branch, Islamic Azad University, Tehran

4. Endogenous Group Formation and Monitoring

Authors: Shao'an Huang; Hu Zhang, The Central University of Finance and Economics, China

5. Roles of Professionals in Construction Industry

Authors: Abdul Aziz Hussin; Abdelnaser Omran, School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia

6. Advance Payment: To What Extend it “Save” the Construction Works?

Authors: Abdul Aziz Hussin; Abdelnaser Omran, School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia

7. The Flying Geese Pattern Applied to the Renewable Energy Sector in Romania

Authors: Dr. Researcher Cristina Mihaela Bălănescu (Radu), Dr. Researcher Mihaela Ștefănescu, Dr. Researcher Ruxandra Savonea, Dr. Researcher Romeo Etienne Ciocan, The Academy of Economic Studies, Bucharest

8. Evolved Technics on Measuring Enterprise Performance

Authors: Ph.D. Cismaş Laura, West University of Timișoara, Faculty of Economics and Business Administration, Ph.D. Student Stan Laura-Melinda, West University of Timișoara, Faculty of Economics and Business Administration

9. The Theory of Formulation and Implementation Process for Preferential Trade Agreement (PTA) in Developing Eight (D8) Organisation for Economic Co-operation Amongst Muslim Countries and the Role of Commission in National Level and D-8 Secretariat.

Author: Lecturer Dr scholar Madzli bin Harun, Faculty of Maritime Studies and Marine Sciences, Universiti Malaysia Terengganu, Kuala Terengganu, Malaysia

10. Contractor Business Strategy decision in competitive bidding: Case studies

Author: Ngan Kwong Yoong, Abdelnaser Omran, Omar Othman, Mayhuddin Ramli & Hassa Abu Bakar, School of Housing, Building and Planning, Universiti Sains Malaysia

11. Causes of Delay in Construction Industry in Lybia

Author: Saleh Al Hadi Tumi, Abdelnaser Omran, Abdul Hamid Kadir Pakir, School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia

12. Material Waste in The Malaysian Construction Industry

Author: Teoh Su Ping, Abdelnaser Omran, Abdul Hamid Kadir Pakir, School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia

13. The Study of Problems in Process Design for Construction

Author: Aristotulus E. Tungka Department of Architecture, University of Sam Ratulangi Manado, North Sulawesi, Indonesia

14. Clusters in Structural Transformation of Economy

Authors: Svitlana V. Andros, International University of Finance, Kiev, Ukraine, Vasyl H. Gerasymchuk, National Technical University of Ukraine “Kiev Polytechnic Institute”, Taras V. Sakalosh, National Technical University of Ukraine “Kiev Polytechnic Institute

15. An Approach to Knowledge Mapping: An Analysis on Selected Company Example

Authors: Prof. Dr. Yusuf Akan Department of Economics, Ataturk University Erzurum, Turkey, Cem Işık, Institute of Social Science, Ataturk University Erzurum, Turkey

16. Evaluation of Airport Performance: Public versus Private Ownership

Authors: Bijan Vasigh, Ph.D., Professor of Finance, College of Business, Embry-Riddle Aeronautical University, USA, and G. Rod Erfani, Ph.D., Professor of Economics, Department of Economics, Transylvania University, SUA

17. Linkages between Stressors and Forms of Employee Commitment: An Empirical Study of Employee Consciousness in Japanese Organizations

Authors: Kaushik Chaudhuri; Dr Student, Chikuro Hiroike School of Graduate Studies, Reitaku University; Hiroyuki Oba; Faculty of Economics Department, Reitaku University.

18. Are Space Travel and the Colonization of Outer Space Worthwhile Stimulus Projects for Nations Combating Significant Recession?

Authors: Assistant Professor of Accounting and Economics William D. Conner, Tidewater Community College, United States of America

19. Trends in tourism development after a European Cultural Capital Programme

Authors: prof. univ. Ilie Rotariu, “Lucian Blaga” University of Sibiu, Romania, prof. univ. Greg Richards– Tilburg University, Holland

20. The Economic Development of Rural Sector During the Pre - and Post-Romania’s Accession into the European Union

Authors: David Oana; “Politehnica” University of Bucharest; Mihai Valia Maria; Petroleum-Gas University of Ploiesti; David Bianca, County School Inspectorate Ilfov

21. A Possibilistic Pratt Theorem

Author: Teaching assistant Irina Georgescu, Academy of Economic Studies, Bucharest

22. The Effects of Technological Improvements to the Firms' Performance in the European Union

Author: Assistant Professor Herman Radu, Faculty of Administration and Business, University of Bucharest, Romania

Section 3: Management and Marketing:

Hall: 215, Second Floor

Chairs:

- Professor Dr. Paul Marinescu, Faculty of Business and Administration, University of Bucharest, Romania
- Professor Dr. Sorin Toma, Faculty of Business and Administration, University of Bucharest, Romania
- Dr. Student Ionut Constantin, Faculty of Business and Administration, University of Bucharest, Romania

1. Strategic Performance Measurement System and SMEs Competitive Advantage

Author: Holban (Oncioiu) Ionica, Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest;

2. The Motivation of Mass Media Employees

Author: Teacher assistant Georgiana Popescu, University of Pitesti, Faculty of Social-Humanistic Sciences, Romania

3. The City Manager: From the American Experience to Romanian Reality

Authors: Dr. Suciuc Leonina-Emilia, Dr. Rațiu Patricia Iulia, Dr. Lazăr Ioan, Faculty of Economics and Business Administration, Babeș- Bolyai University, Cluj-Napoca

4. Adult Education Survey – A Major Tool Towards a Coherent and Comprehensive Statistical Information System on Education and Learning

Author: Caragea Nicoleta, Ecological University of Bucharest;

5. Lifelong Learning and Marketing Strategies

Authors: Dr Student Geanina Colan, Academy of Economic Studies, Bucharest; Dr Student Claudia Anita Petcu, Transilvania University Brașov; Aura Colan, “Dunarea de Jos” University Galati

6. Characteristics of the Contemporary Business Conditions in Bulgaria

Author: Chief Assist. Prof. Dr. Donka Zhelyazkova, University of Economics – Varna

7. Importance of Customer Relationship Management for Retail Trade

Author: Chief Assist. Prof. Dr. Michal Stojanov,

8. The importance of managerial communication in to the founding the company marketing communication

Author: Professor Dr Gheorghe Pistol, Assistant prof. Dr student Daniel Gardan, Asistant lecturer Dr student Petronela Geangu, Spiru Haret University

9. The Management of Customer Reviews to Extract Useful Knowledge for Enterprise Strategic Planning

Author: Dr student Domenico Consoli Universita' Politecnica delle Marche, Ancona, Italy

10. Marketing and Environmental Education

Author: Viorica Jeleu Associate Professor Dr, Faculty of Marketing and International Business, Spiru Haret University, Bucharest, Romania

11. A new comprehensive approach of the management efficiency in the context of a creative value company

Author: Teaching Assistant Floarea Georgescu, Spiru Haret University

12. From image to reputation - the importance of ethics in public relations activities

Authors: Lecturer Dr Corina Radulescu, Faculty of Administration and Business, University of Bucharest, Romania

13. Critical Factors to Knowledge Management Implementation

Authors: Tocan Madalina Cristina, Ecological University of Bucharest, Romania

14. Strategic Directions for Romanian Small and Medium Enterprises in View of The Current Economic Developments

Authors: Professor Dr. Viorel Cornescu, Associate Professor Dr. Vladimir-Codrin Ionescu, University of Bucharest, Faculty of Administration and Business

15. The Culture Within the Knowledge-Based Organisations and Operational Excellence

Authors: Associate Professor Dr. Vladimir-Codrin Ionescu, Professor Dr. Viorel Cornescu, University of Bucharest, Faculty of Administration and Business

16. The Development of Business Intelligence in Romanian Enterprises: A Possible Cultural Approach

Author: Claudia – Mihaela Nicolau, Al. I. Cuza Faculty of Law, University of Iași, Proffesor coordinator: Professor Dr. Dumitru Zait, Faculty of Economics and Business Administration, University of Iași, Director of the Center of the Research in Management (CEMEX)

17. Inside Facebook: A Prospective Marketing Channel

Authors: Senior Lecturer Renny Nur'Ainy, Dr. Senior Lecturer Bagus Nurcahyo, Senior Lecturer Misdiono, Gunadarma University

18. Brief History of Neuromarketing

Authors: Boriceanu Veronica Doctoral School of Economics, "Al. I. Cuza" University - Iași

19. Conceptual Issues and Influencing Factors of Profitability in Tourism

Authors: Asalos Nicoleta, Trandafir Raluca Andreea, Universitatea Ovidius Constanta, Facultatea de Drept si Stiinte Administrative

20. Building Conflict Competent Teams. Creating High Performance in Organizational Behavior

Authors: Dr Ana Rodica Staiculescu, Dr Simona Mina, Lecturer, University Ovidius of Constanta, Faculty of Law and Administrative Science, Romania

21. Change Management in Media Institutions

Authors: Professor Dr Paul Marinescu, Lecturer Dr Marin Burcea, University of Bucharest, Faculty of Business and Administration

22. Knowledge Management and Postmodernism

Authors: Professor Dr Paul Marinescu, Dr Attendant Ionut Constantin, University of Bucharest, Faculty of Business and Administration

23. The Integration of Knowledge Management in the Strategy of a Leader Organization in the E-Business

Authors: Rozalia Nistor, Alexandru Capatina, Universitatea "Dunarea de Jos" Galati

24. Integrated Communication - Creating the Right Relations with the Right Customers Title

Authors: Stoica Ana-Maria, Cretoiu Raluca-Ionela, University "Spiru Haret", Bucharest

25. Cities' Administration – Managing Bucharest Case Study

Authors: Lecturer Rotaru Florin; University of Bucharest, Romania; Rotaru Irina, Ministry of Regional Development and Housing, Romania

25. SOA and Web Services – new trends for IT solutions architecture

Authors: Cojocaru Silviu, Cojocaru Mariana Camelia, University of Bucharest

26. A perspective for Enterprise Resource Planning – Human Resource Management optimization

Authors: Cojocaru Silviu, Cojocaru Mariana Camelia, University of Bucharest

Section 4: Finance and Accounting:

Hall: 305, Third Floor

Chairs:

- Assoc. Professor Dr. Radulescu Magdalena, University of Pitesti, Romania
- Assistant Professor Valentin Mihai Leoveanu, University of Bucharest, Faculty of Administration and Business, Romania

1. Technological Improvements, the Real Exchange Rate and the Skill Premium: a Unifying Approach

Authors: Radu Anghel, Dr Student, Carleton University, under the supervision of Prof. Eshan Choudhri

2. The Subprime Mortgage Crisis and its Implications

Authors: Associate Professor Dr. Gurgu Elena; Professor Dr. Olaru Silvia Delia, Faculty of Marketing and International Business, Spiru Haret University, Bucharest, Romania

3. A Comment on the Procylicality of Mortgage Lending

Authors: Trond-Arne Borgersen, Department of Business, Social Sciences and Languages, Østfold University College, Norway; Karl Robertsen, Department of Economics, Agder University, Norway

4. Global Financial Turbulence and Reasons of Turkey's Financial/Banking Sector Stability

Author: Assistant Professor Dr. Faik Çelik, Kocaeli University-Turkey

5. Global Financial Crisis: A Spreading Conundrum and its impact on Problem Loans in India

Authors: P.K. Gupta Associate Professor (Finance & Risk Mgt.), Centre for Management Studies, Jamia Millia Islamia University, India and Ashima Jain , Research Scholar, Centre for Management Studies, Jamia Millia Islamia University, New Delhi-25, India

6. Association between Audit Committee Members and Board of Directors' Human-Capital Features and Underpricing Among Malaysian IPOS

Authors: Rashidah, Abdul Rahman, Accounting Research Institute, Univesiti Teknologi MARA, Malaysia; Nik Azrimah, Abdul Ghafar; Accountant, Audit Negara, Malaysia;

7. Could Eurozone Protect its Member States During the Financial Crisis?

Author: Ph.D. Senior Lecturer Radulescu Magdalena, University of Pitesti, Romania

8. The Impact of the Financial Crisis upon Pension Funds

Author: Gaftoniuc Daniela, Doctoral student, Faculty of International Business and Economics, The Academy of Economic Studies, Bucharest

9. The German Pfandbrief – A Top Product During the Financial Crisis

Author: Anne-Mary Rotariu, Doctoral student, Faculty of International Business and Economics, The Academy of Economic Studies, Bucharest

10. Romania – A piece of puzzle on anti money laundering chart

Author: Lecturer Dr. Simona Nicolae, Politehnica University of Bucharest

11. Relationship between price and money stock; In Iranian economy (1961-2008)

Author: Mohammad Reza Babaei Semirumi Mazandaran Payame Noor University (PNU)-Iran

12. Global Financial Melt down in South Asia & its Impact on Islamic Banking in Pakistan

Author: Assistant Professor Faiz Muhammad Shaikh, Dept. Of Agricultural Economics Szabac-Dokri-Larkana-Sindh-Pakistan

13. Applied Demand Analysis and Price Shocks in Wheat Market in Pakistan. A Survey

Author: Assistant Professor Faiz Muhammad Shaikh, Dept. Of Agricultural Economics Szabac-Dokri-Larkana-Sindh-Pakistan

14. The Romanian Accounting System in the Perception of its Current Users

Authors: Authors: Ivan Paul – Panfil Faculty of Economics and Public Administration, “Ștefan cel Mare” University, Suceava, România

15. Challenges in Financing Companies by Bank Loans Under Adverse Selection

Authors: Professor Dr. Paul Marinescu, Professor Dr. Sorin George Toma, Assistant Professor Valentin Mihai Leoveanu, University of Bucharest, Faculty of Administration and Business, Romania

16. The Influence of the Annual Percentage Rate Over a Person's Decision to Contract a Loan

Authors: Dr. Irena Munteanu, Dr. Norina Popovici, Dr. Oana Nițu, Ovidius University of Constanta

17. Theoretical Aspects of Firms' Financing Decisions

Authors: Lecturer Dr. Grigore Maria Zenovia, “Nicolae Titulescu” University, Bucharest, Lecturer Dr. Bratu Anca, Faculty of Administration and Business, University of Bucharest

18. The Crisis and Deposit Insurance

Authors: Emilia Clipici, Alina Hagiu, University of Pitesti

19. Impact of Financial Performance on Firm Value: The Mediation Role of CSR Disclosure

Authors: Senior Lecturer Renny Nur'Ainy, Dr. Senior Lecturer Bagus Nurcahyo, Senior Lecturer Misdiono , Gunadarma University

20. Legal Protection of Banking Services Consumer

Authors: Gheorghe Carmen Adriana, Ratulea Gabriela, Transilvania University Brasov

21. Working Capital Management, Liquidity and Corporate Profitability Among Quoted Firms in Nigeria: Evidence from the Productive Sector

Authors: Assoc. Prof. Dr. Sebastian Ofumbia Uremadu, College of Agric-Business and Financial Management, Nigeria; Lecturer Ben-Caleb Egbide, Senior Lecturer Patrick E. Enyi, Covenant University, Nigeria

22. Impact of Microfinance on Entrepreneurial Development: The Case of Nigeria

Author: Dr. Student Olu Ojo, Covenant University, Nigeria

Section 5: Education, Administration and Law:

Hall: 307, Third Floor

Chair:

- Associate Professor Ph.D. Ali Asghar Pourezzat, Faculty of Management, University of Tehran,
- Lecturer Dr. Monica Anca Ardeleanu, Faculty of Business and Administration, University of Bucharest,
- Dr. Student Ioana Josan, Faculty of Business and Administration, University of Bucharest

1. Games Theory and Social Policy

Authors: Associate Professor Dr. Sirghi Nicoleta, Professor Dr. Cismaş Laura, Dr. Student Hohan Dumitru, West University of Timisoara , Faculty of Economics and Business Administration

2. Global Network – Global Society

Author: Professor Dr. Poliana Stefanescu, University of Bucharest

3. How to measure inter-industrial knowledge flows via intellectual property

Authors: Yoo - Jin Han, Associate Research Fellow; Tae-Kyu Ryu, Research Fellow, Korea Institute of Intellectual Property, Seoul, Korea

4. E-Government Theory & Implementation, Case Study Egyptian E-Government Model

Authors: Eng: Mohamed Mostafa Mohamed Abd El-Razek, Executive Manager, Advanced Solution & Consultant (ASCON), Dr. Emad El Din Eid, Professor, El-Zarka Academy Egypt

5. Public and Private Partners in the Implementation of High Broadband Connection: an illustrative model

Author: Prof. Dr. Dominique Torre, Amel Attour, University of Nice Sophia - Antipolis - Gredeg (DEMOS) – CNRS

6. Rediscovering the state

Author: Balaceanu Cristina Teodora, Dimitrie Cantemir Christian University, Faculty of International Business

7. Good E-Governance: Toward a Good Administrative Structure to Achieve Truth-Oriented Justice

Author: Associate Professor Ph.D. Ali Asghar Pourezzat, Faculty of Management, University of Tehran, Tehran, Iran

8. The Comparative Study of Sino-Japan Government's Function in Research University Competitions

Authors: Zhonghua Zheng, The Okuma School of Public Management, Waseda University, Tokyo, Japan

9. Convergence in the Development Regions of Romania

Authors: Authors: Associate Professor Ph.D Sîrghi Nicoleta, Lecturer Ph.D Părean Mihai, Assistant Lecturer Oțil Maria, West University of Timisoara, Faculty of Economics and Business Administration

10. Theoretical Considerations on the Bad Deceit (Dolus Malus) in the Light of the Present Legal Regulations

Authors: Univ. Assistant Lecturer, Dr. Camelia Stanciulescu, Bucharest University, Univ. Assistant Lecturer, Drd. Anca Gheorghe, 'Nicolae Titulescu' University

11. Cognitive Dezadaptive Schema Accessed in the Managerial Decision in the Railway Transportation Domain

Authors: Lect. univ. drd. Mihaela Rus Universitatea "Ovidius" Constanța Facultatea de Drept și Științe Administrative

12. The Implementation of the Quality Specific Standards for the Mail Services at the National Company "Romanian Mail"

Authors: Albu Angela, Chasovschi Carmen, "Stefan cel Mare" University, Suceava, Romania

13. Involvement and Action-School Preparation Program for Crisis Situations

Authors: Canapescu Mariana-Viorica, Școala nr.195, București, România, Bonciu Cătălina-Ioana, Faculty of Administration and Business, University of Bucharest, Romania

14. Quality in Higher Education, Identifying Students Requirements in Higher Education

Authors: Dr. Ioannis Angeli, Cyprus university of Technology, Yiolanda Pilava MSc Student, University of Piraeus, Greece

15. Education and Personal development

Author: Professor Dr. Magdalena Platis, Faculty of Business and Administration, University of Bucharest

16. Cultural Diversity, Intercultural Dialogue and Intercultural Effectiveness. Challenges and Opportunities for Romanian Universities

Authors: Suciu Marta-Christina, Ivanovici Mina, Neagu Ana-Maria, Protopopescu Bolocan Cristiana, Sitbu Florin, Academy of Economic Studies, Bucharest

17. Limits of the Deceased's Debts, as Element of Succession Liabilities

Authors: Dr Attendant Laura-Adriana Banu, "Nicolae Titulescu" University from Bucharest

18. Transmissibility of Legal Obligations in Succession

Authors: Dr Attendant Laura-Adriana Banu, "Nicolae Titulescu" University from Bucharest

19. A theory for The Social Institution. The policy and institution in the country on transition to market economy

Authors: Visiting Professor Shinji Naruo, Faculty of Administration and Business, University of Bucharest

20. Regional Policies Decentralization and Subsidiarity

Authors: Prof. Ph.D. Adrian Gorun "Constantin Brancusi" University of Tg-Jiu

21. Some Aspects Regarding the Implementation of EU Programmes During the 2007-2013 Programming Period

Authors: Assoc. prof. Diana-Mihaela Pociovălișteanu, "Constantin Brancusi" University of Targu-Jiu, Romania, Lecturer Costin Octavian Sorici, University "Ovidius" Constanța, Romania

20, 00 – Dinner

Place: The Students' Restaurant of the University of Bucharest, Kogalniceanu Avenue 36 - 46, Sector 5

November 15th

10,00 - 11,00 Professor Dr. Elena Druica

About the event

11,00 - 13,00 Trip in Bucharest, for those who were in touch with Neo - Tour Travel Agency for this purpose.

13,30 - Lunch Break,

Place: The Students' Restaurant of the University of Bucharest, Kogalniceanu Avenue 36 - 46, Sector 5