

**The Bucharest University of Economic Studies  
Faculty of Management**



**THE 13<sup>th</sup> INTERNATIONAL MANAGEMENT  
CONFERENCE  
IMC 2019**

**“Management Strategies  
for High Performance”**

**October, 31<sup>st</sup> - November , 1<sup>st</sup>,2019  
Bucharest, Romania**



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**THE 13<sup>th</sup> INTERNATIONAL MANAGEMENT CONFERENCE - IMC 2019**

<b>Thursday, October, 31<sup>st</sup>, 2019</b>	<b>Friday, November, 1<sup>st</sup>, 2019</b>
09:00 - 10:00 - Registration of participants: Hall of Aula Magna, The Bucharest University of Economic Studies, "Ion N. Angelescu" Building, Piata Romana, no.6	<b>9:00-11:00 - Parallel Sessions</b>
10:00 - 12:00 - Plenary Session: Aula Magna, "Ion N. Angelescu" Building	<b>SESSION I:</b> <b>Business Administration, Project Management and Organizational Performance</b> Room 1516, "Mihai Eminescu" Building, 5 <sup>th</sup> floor
12:15 - 13:15 - Lunch break: Cihoschi Restaurant, Stanislav Cihoschi Building	<b>SESSION II:</b> <b>Education, Innovation and Knowledge Management</b> Room 1512, "Mihai Eminescu" Building, 5 <sup>th</sup> floor
<b>13:30-15:45 - Parallel Sessions</b>	<b>SESSION III:</b> <b>Strategic Management, Change Management and Entrepreneurship</b> Room 1518, "Mihai Eminescu" Building, 5 <sup>th</sup> floor
<b>SESSION I:</b> <b>Business Administration, Project Management and Organizational Performance</b> Room 1516, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>SESSION IV:</b> <b>HR Management, Organizational Culture and Leadership</b> Room 1308, "Mihai Eminescu" Building, 5 <sup>th</sup> floor
<b>SESSION II:</b> <b>Education, Innovation and Knowledge Management</b> Room 1512, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>SESSION V:</b> <b>Behavioural Sciences, Communication Studies and Business Ethics</b> Room 1417, "Mihai Eminescu" Building, 5 <sup>th</sup> floor
<b>SESSION III:</b> <b>Strategic Management, Change Management and Entrepreneurship</b> Room 1518, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>10:00 - 11:00</b>
<b>SESSION IV:</b> <b>HR Management, Organizational Culture and Leadership</b> Room 1308, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>„2018 Romanian Management Assessment”</b>
<b>SESSION V:</b> <b>Behavioural Sciences, Communication Studies and Business Ethics</b> Room 1417, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>Conclusions of the Research</b>
<b>15:45 - 16:00 - Coffee break</b>	"Grigore Moisil" Hall (Room 2102) - "Virgil Madgearu" Building, 2 <sup>nd</sup> floor
<b>16:00 - 19:00 - Parallel Sessions</b>	<b>11:00 - 12:00</b>
<b>SESSION I:</b> <b>Business Administration, Project Management and Organizational Performance</b> Room 1516, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>SAMRO General Assembly</b>
<b>SESSION II:</b> <b>Education, Innovation and Knowledge Management</b> Room 1512, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	"Grigore Moisil" Hall (Room 2102) - "Virgil Madgearu" Building, 2 <sup>nd</sup> floor
<b>SESSION III:</b> <b>Strategic Management, Change Management and Entrepreneurship</b> Room 1518, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>12:00 Discover Bucharest</b>
<b>SESSION IV:</b> <b>HR Management, Organizational Culture and Leadership</b> Room 1308, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	<b>The pedestrian tour of Bucharest with guide</b> Meeting place: Hall of Aula Magna, „Ion Angelescu” Building, The Bucharest University of Economic Studies
<b>SESSION V:</b> <b>Behavioural Sciences, Communication Studies and Business Ethics</b> Room 1417, "Mihai Eminescu" Building, 5 <sup>th</sup> floor	
<b>19:00 - Conference Gala Dinner</b> <b>Hotel Minerva, Himalaya Ballroom, 2-4, General Gh.Manu Street</b> (10 minutes walk from The Bucharest University of Economic Studies) <a href="https://minerva.ro/">https://minerva.ro/</a>	

**Thursday, October 31<sup>st</sup>, 2019**  
**PLENARY SESSION**  
**10:00 - 12:15, Aula Magna**



**Welcoming Message**

**Nicolae ISTUDOR**, Ph.D. Professor - Rector of The Bucharest University of Economic Studies, Romania



**Welcoming Message**

**Ion POPA**, Ph.D. Professor - Dean of Management Faculty,  
The Bucharest University of Economic Studies,  
Romania



**Welcoming Message**

**Ovidiu NICOLESCU**, Ph.D. Professor - President of the Management Academic Society in Romania (SAMRO)

***Digital in Agriculture: From buzzword to real opportunities and value creation***

**Monalisa Ungureanu** - CEO Unit for Origins, Romania



***Humanizing Business through Meaningful Communication and KPI***

**Michelle LIM** - Chief Regional Officer (Asia), Japan Creative Enterprise

***The Management Skills within a Cross Culture Performance***

**Lorian VINTILĂ** - Senior Accounts Director, ZTE Corporation,  
South Eastern Europe





# Thursday, October 31<sup>st</sup>, 2019

## PARALLEL SESSIONS

### SESSION I: Business Administration, Project Management and Organizational Performance

Room 1516, "Mihai Eminescu" Building, 5<sup>th</sup> floor

*Session chair:* Professor Dan POPESCU, Ph.D.

*Conference secretariat:* Lecturer Cristina STATE, Ph.D.

#### 13:30 - 15:45

1.	<b>Digitalization of EU Countries: A Clusterwise Analysis</b> Jani KINNUNEN - Abå Akademi, Finland Armenia ANDRONICEANU, Irina GEORGESCU - The Bucharest University of Economic Studies, Romania
2.	<b>Management and Territory Scale</b> Philippe DUEZ - University d'Artois, Arras, France
3.	<b>Insights on Non-Financial Reporting Analysis in The Telecommunications Industry</b> Ioana Miruna TĂTARU, Elena FLEACĂ, Bogdan FLEACĂ - University POLITEHNICA of Bucharest, Romania
4.	<b>Continuous Improvement Through Kaizen Management System: A Case Study</b> Mariana SEHLEANU, Elena-Simona FLORE - The University of Oradea, Romania
5.	<b>Dimension of Managerial Control in Family Business</b> Adriana CIOCA, Delia POPESCU - Valahia University, Targoviste, Romania
6.	<b>The Catalysts of the Creative Economy in Romania - An Empirical Analysis</b> Diana - Cristina SAVA, Ioana MEȘTER - The University of Oradea, Romania
7.	<b>Boosting Company Productivity through Material Assurance Chain Integration</b> Paul GHEORGHE - The Bucharest University of Economic Studies, Romania Gabriela Iuliana MUNTEANU - "Andrei Saguna" University of Constanta, Romania
8.	<b>How Creative Are Romanian Cities?</b> Diana - Cristina SAVA, Alina BĂDULESCU - The University of Oradea, Romania
9.	<b>Restructuring Assurance and Management of Material Resources Activities in Order to Obtain Economic Growth</b> Paul GHEORGHE - The Bucharest University of Economic Studies, Romania Gabriela Iuliana MUNTEANU - "Andrei Saguna" University of Constanța, Romania

#### 16:00 - 19:00

10.	<b>The Projectification of Nonprofit Organizations: Insights from (and for) Multi-Project Management Research</b> Vasile-Ibrian CĂRĂMIDARU - University of Petrosani, Romania
11.	<b>Corporations' Engagement for Sustainable Development. A Prerequisite for a Better Future</b> Paula Carmen ROȘCA, Dorin Paul BĂC - The University of Oradea, Romania
12.	<b>The Impact of Bond, Currency and Oil Markets on the Romanian Stock Market</b> Daniel Ștefan ARMEANU, Camelia Cătălina JOLDEȘ - The Bucharest University of Economic Studies, Romania
13.	<b>The Risks of Public Procurement in Romania</b> Ionel PREDA, Cezar-Petre SIMION - The Bucharest University of Economic Studies, Romania
14.	<b>Reporting on Investment Projects' Performance in Romania</b> Andreea-Mariana MANTA, Răzvan-Cătălin DOBREA, George MATEESCU - The Bucharest University of Economic Studies, Romania, Virgil PROFEANU - Technical University of Civil Engineering of Bucharest, Romania
15.	<b>The Relationship Between GDP Growth and the Development of Design and Construction Projects in Romania</b> Virgil PROFEANU - Technical University of Civil Engineering of Bucharest, Romania Andreea-Mariana MANTA - The Bucharest University of Economic Studies, Romania
16.	<b>Looking to The Future: Digital Transformation of Quality Management</b> Cosmin DOBRIN, Cristina RALEA, Corina BARBU, Cristian TANASE - The Bucharest University of Economic Studies, Romania
17.	<b>Improving Organizational Performance through Pricing Optimization</b> Alexandru CONSTĂNGIOARĂ - The University of Oradea, Romania Gyula-Laszlo FLORIAN - Partium Christian University, Oradea, Romania

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18.	<b>Borderless Innovation: Disruptive Innovation Capacity and Innovation Performance - Towards the Value Creation</b> Selma Regina Martins OLIVEIRA - Fluminense University Federal, Brazil
19.	<b>Tourism in the World and in Ukraine: A Comparative Statistical Feature</b> Natalia BULGARU, Irina SUSANU - "Dunarea de Jos" University of Galati
20.	<b>Relationship Between Technological Eco-Innovation Capacity and Innovation Performance: Evidence from Most Innovative Firms in The USA</b> Selma Regina Martins OLIVEIRA - Fluminense University Federal, Brazil
21.	<b>Quality Management in Public Institutions: Meaning and Implications</b> Tincuța VRABIE, Geanina COLAN, Aura COLAN, Monica RĂDUCAN - "Dunarea de Jos" University of Galați
<b>SESSION II: Education, Innovation and Knowledge Management</b> Room 1512, "Mihai Eminescu" Building, 5 <sup>th</sup> floor <i>Session chair: Associate Professor Cătălina RADU, Ph.D.</i> <i>Conference secretariat: Lecturer Corina MARINESCU, Ph.D.</i>	
<b>13:30 - 15:45</b>	
1.	<b>Investigating the Effect of Key Elements Affecting the Trust on E-Government Acceptance from Citizens' Perspectives in District 1 of Tehran</b> Kaveh TEYMOURNEJAD, Viana VARMAZYAR, Mohammad Mahdi GHALANDARI - Islamic Azad University, Iran
2.	<b>Analysis of a Non-Linear Dynamic Financial System</b> Veronika NOVOTNÁ, Stanislav ŠKAPA, Bernard NEUWIRTH - Brno University of Technology, Czech Republic
3.	<b>Managerial Decision for Economic Organizations, Justified by Reasoning, Algorithms, Procedures and Paradigms Specific to Expert Systems</b> Marian Sorin IONESCU - Politehnica University of Bucharest, Romania
4.	<b>Re-Wiring Old Business - Corporate Value Creation at Toyota Motor Corporation</b> Luiza GĂTAN - - The Bucharest University of Economic Studies, Romania Fumiaki TAJIRI - Babes Bolyai University, Romania Toru TAKAHASHI, Cristian VLAD - The Bucharest University of Economic Studies, Romania
5.	<b>Cognitive Technology in Talent Operations – Redefining Learning at IBM Japan</b> Luiza GĂTAN, Kyoko KOKUSHO, Kurtz LAW, Cristian VLAD - The Bucharest University of Economic Studies, Romania
6.	<b>Approaching Young Generation Education for Security between Managerial Paradigms Specific to Standardized Need and Assumed Freedom</b> Dorel BADEA, Ghiță BĂRSAN, Gabriel MĂNESCU, Crenguța MACOVEI, Dumitru IANCU - "Nicolae Bălcescu" Land Forces Academy, Romania Olga BUCOVEȚCHI - Politehnica University of Bucharest, Romania
7.	<b>Implications of Personal Development at the Level of Educational Act</b> Florentina CIULEI, Delia Mioara POPESCU, Mariana JOIȚA - Valahia University of Targoviste, Romania
8.	<b>The Management of Elite Sport in Romania and the Impact on the Society Level</b> Daniel LOVIN, Alexandru CĂPĂȚÎNĂ, Nicoleta CRISTACHE - "Dunarea de Jos" University of Galați, Romania
9.	<b>Comparative Analysis of Scientific Research Performance of Some Romanian Faculties of Economic Sciences</b> Silviu Mihail TIȚĂ, Andrei Ștefan NEȘTIAN - Alexandru Ioan Cuza University, Romania
<b>16:00 - 19:00</b>	
10.	<b>Customer Loyalty Programs for the Hospitality Industry and Their Implications on Hotel Revenues</b> Andreea MARIN-PANTELESCU - The Bucharest University of Economic Studies, Romania Monica Ioana TOADER - 1 Decembrie 1918 University, Romania Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Romania
11.	<b>Legislative Environment and the Importance of Accounting Environmental Costs in the Lighting Body Industry</b> Mihaela HINT(ȘTEFAN), Dan Ioan TOPOR - 1 Decembrie 1918 University, Romania Andreea MARIN-PANTELESCU - The Bucharest University of Economic Studies, Romania
12.	<b>Data Science, Solution for Managerial Decision within Business Models</b> Marian Sorin IONESCU - Politehnica University of Bucharest, Romania

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13.	<b>On Efficiency of Higher Education with Data Envelopment Analysis and Regression</b> Marilena-Aura DIN, Cristina COCULESCU - Romanian American University of Bucharest, Romania
14.	<b>The Knowledge of the Leniency Policy at the Level of the Management of Companies Operating in Romania</b> Andreea-Florina FORA, Liana - Eugenia MEȘTER, Nicoleta Georgeta BUGNAR - The University of Oradea, Romania
15.	<b>Quality Improvement in Machine Manufacturing Design Process</b> Alina Bianca POP - S.C. TEHNOCAD SA, Romania Aurel Mihail ȚÎȚU - Lucian Blaga University of Sibiu, Romania
16.	<b>Aspects Regarding the Quality Management in the Aerospace Industry Organizations</b> Aurel Mihail ȚÎȚU - Lucian Blaga University of Sibiu, Romania Gheorghe Ioan POP - S.C. Universal Alloy Corporation Europe SRL, Romania Constantin OPREAN - Lucian Blaga University of Sibiu, Romania
17.	<b>The Potential for Cluster Implementation in the Romanian Healthcare System</b> Ana Alexandra GORA, Ion POPA, Simona Cătălina ȘTEFAN, Cristina MORĂRESCU - The Bucharest University of Economic Studies, Romania
18.	<b>Budget Allocation Policy for Public Higher Education in Vietnam. A Short Radiography and Future Trends</b> Hoài Trinh NGUYỄN, Claudiu CICEA - The Bucharest University of Economic Studies, Romania
19.	<b>Relationships between Digital/ Digitalized Economy and Knowledge Based Economy</b> Ovidiu Nicolescu, Ciprian NICOLESCU - The Bucharest University of Economic Studies, Romania
20.	<b>Undergraduates' Expectations from the Educational Process and Perceptions of Career Success</b> Cătălina RADU, Georgiana COSTACHE, Corina FRĂSINEANU - The Bucharest University of Economic Studies, Romania
21.	<b>Aspects of an Incremental Multi-Level Approach of Management Games for Management Training - An Intermediary Report</b> Florin IONITA, Mihai CIOC, Cezar-Petre SIMION, Daniel MOISE - The Bucharest University of Economic Studies, Romania Darko SHULESKI - MKsmart SRL

**SESSION III: Strategic Management, Change Management and Entrepreneurship**

Room 1518, "Mihai Eminescu" Building, 5<sup>th</sup> floor.

**Session chair: Professor Doina POPESCU, PhD.**

**Conference secretariat: Assistant Ruxandra DINULESCU, Ph.D.**

**13:30 - 15:45**

1.	<b>An Investigation to the Level of Learning in Small and Medium Scale Enterprises/SMEs Using Bloom's Taxonomy of Individual Learning</b> Hafiz RAHMAN, Sri OKTAVIA, Anneke Justitia BIOTY - Universitas Andalas, Indonesia
2.	<b>Smart City Evolution, From Early Concept to International Standards. Small vs. Big Cities Study Case</b> Ioan RADU, Alexandra Irina PĂDUREAN (BADEA), Mihai Ludovic DEMETER, Daniel ALEXANDRU - The Bucharest University of Economic Studies, Romania
3.	<b>Is The Impact of Blockchain and Cryptocurrencies Going to Be as Disruptive as Expected by 2030?</b> Dena BATEH - Berkeley College, United States
4.	<b>Rethinking Museums in The Digital Era?</b> Ana-Maria GRIGORE, Adela COMAN, Andreea ARDELEAN - University of Bucharest, Romania
5.	<b>Insights into Sharing Economy: How to Effectively Manage the Risks for Stakeholders In China?</b> Dena BATEH - Berkeley College, United States
6.	<b>Big Data Analytics as a Strategic Capability: A Systematic Review</b> Mihai BOGDAN, Anca BORZA - Babeș-Bolyai University, Romania
7.	<b>Strategic Management in Mass Media – Comparative Approach to Printed and Electronic Editions</b> Florentina-Mirela MARINESCU - The Bucharest University of Economic Studies, Romania
8.	<b>New Ventures' Objectives and Entrepreneurs' Expectations. Evidence from EDP-Surveyed Companies</b> Daniel BADULESCU, Ramona SIMUT, Alina BADULESCU - University of Oradea, Romania
9.	<b>An Analysis of the Real Convergence Within the European Union and the Well-Being of Citizens</b> Ana-Maria HOLOBIUC - The Bucharest University of Economic Studies, Romania Bogdan MIHAI - Babeș-Bolyai University, Romania

<b>16:00 - 19:00</b>	
<b>10.</b>	<b>Do Entrepreneurship and Business Formation Generate Economic Growth? A Regional Analysis for Romania</b> Ramona SIMUT, Daniel BADULESCU, Elena STIUBEA, Dragoş DIANU - University of Oradea, Romania
<b>11.</b>	<b>Strategic Clustering by Cubic Nanochemistry Potentials</b> Mihai V. PUTZ, Ioan PETRIŞOR - West University of f Timisoara, Romania
<b>12.</b>	<b>The Promotion of Innovation Policies Through Public Procurement in Romania</b> Ionel PREDA, Doina POPESCU - The Bucharest University of Economic Studies, Romania
<b>13.</b>	<b>Managing the Opportunities for Sustainable Transport Investment for IRAQ's Circular Economy</b> Ahmed Ghanim KAMIL - The Bucharest University of Economic Studies, Romania
<b>14.</b>	<b>Evolution and Outlook of Entities Along the Electricity Sector Value Chain in Romania</b> Alexandru MAXIM, Teodora ROMAN - Alexandru Ioan Cuza Univeristy of Iaşi, Romania
<b>15.</b>	<b>The Role of Strategic, General and Operational Management in Ensuring the Performance of the Management System</b> Daniel METZ, Liviu ILIEŞ - Babeş-Bolyai University, Romania
<b>16.</b>	<b>A Mathematical Approach to Revenue Management</b> Lucian STANCIU-GORUN - The Bucharest University of Economic Studies, Romania
<b>17.</b>	<b>The Performance of SACET (Centralized Power Supply System) in Romania - A Solution for Improving the Socio-Economic Disparities for Vulnerable Social Groups?</b> Anamaria Cristina ANDREI, Irene Elena PAPUC - The Bucharest University of Economic Studies, Romania
<b>18.</b>	<b>A Review of Recent Trends to Establish Nature-Related Financial Considerations</b> Alexandru BUTEICĂ, Cătălin Emilian HUIDUMAC-PETRESCU - The Bucharest University of Economic Studies, Romania
<b>19.</b>	<b>Assessing The Public Transport Network in Bucharest Using the Quality Function Deployment</b> Ruxandra DINULESCU, Alexandru BUGHEANU - The Bucharest University of Economic Studies, Romania
<b>20.</b>	<b>Social Media as a Component of the Value Chain to Gain Competitive Advantage in Sales</b> Răzvan Andrei CORBOŞ, Ovidiu-Iulian BUNEA, Ruxandra-Irina POPESCU, Andreea ZAMFIR - The Bucharest University of Economic Studies, Romania
<b>21.</b>	<b>Improving Performance in Romanian Garment Industry by Using the Lean Six Sigma Methodology</b> Ruxandra DINULESCU, Adriana DIMA - The Bucharest University of Economic Studies, Romania
<p><b>SESSION IV: HR Management, Organizational Culture and Leadership</b> Room 1308, "Mihai Eminescu" Building, 3rd floor. <i>Session chair: Professor Alecxandrina DEACONU, Ph.D.</i> <i>Conference secretariat: Ovidiu BUNEA, Ph.D. Candidate</i></p>	
<b>13:30 - 15:45</b>	
<b>1.</b>	<b>The Evolution of Reporting Corporate Social Responsibility in Romania</b> Nicoleta Alina ANDREESCU, Simona Aurelia BODOG - The University of Oradea, Romania
<b>2.</b>	<b>Too Much Passion Kills You? The Evidence of Individuals' Passion in Entrepreneurial Failure</b> Hafiz RAHMAN, Eri BESRA - Universitas Andalas, Indonesia Nurhayati NURHAYATI - Politeknik Negeri Padang, Indonesia
<b>3.</b>	<b>What Type of Leadership Is Suitable for Hospital Management?</b> Taşkın KILIÇ - Ordu Üiversity, Turkey SancaK KESKIN - Artvin Health Directorate, Turkey
<b>4.</b>	<b>Stepwise Regression Model for Study the Unemployment Rate in Iraq</b> Ali Sadiq Mohommed BAGER - AL- Muthanna University, Iraq Bahr Kadhim MOHAMMED - AL-University of AL-Qadisiyah, Iraq Hajem Ati DAHAM, Sadiq AL-HUSSEINY - AL- Muthanna University, Iraq
<b>5.</b>	<b>How a Risk Based Internal Auditing Process Raise the Efficiency of the Organizational Culture Audit Results in Romanian Companies</b> Simona-Alexandra APOSTOL - The Bucharest University of Economic Studies, Romania
<b>6.</b>	<b>Talent Management in the Organization of the Future</b> Alina-Daniela MIHALCEA - "Ovidius" University, Romania



7.	<b>Risk Assessment of Projects Co-Financed by The European Social Fund</b> Nicoleta Daniela IGNAT - University Politehnica of Bucharest, Romania
8.	<b>Individual Strategies for Achieving Work-Life Balance – A Case Study on Romanian Workers</b> Maria-Lavinia FLOREA, Anca BORZA - “Babeş-Bolyai” University, Romania
<b>16:00 - 19:00</b>	
9	<b>The State of IT Human Resources About the Capabilities of Adopting Green Computing Practices. A Romanian Perspective</b> Mihai CIOC, Minodora URSĂCESCU - The Bucharest University of Economic Studies, Romania
10.	<b>The Impact of the Quality Management System on The Effectiveness of Human Resource Management</b> Alina GAL - “Babeş-Bolyai” University, Romania
11.	<b>The Role of Entrepreneurship Education in Forming Human Resources as Both Entrepreneurs and Intrapreneurs</b> Constanța POPESCU, Antoaneta Roxana GEORGESCU - Valahia University, Romania
12.	<b>Subjective Risk Perception in ESf Funded Projects in Romania</b> Andrei LINU, Dănuț DUMITRAȘCU - University “Lucian Blaga” of Sibiu, Romania
13.	<b>Work Ability Index Among Young Romanian Employees</b> Ramona Ștefania IGREȚ, Cristian Virgil MARINAȘ - The Bucharest University of Economic Studies, Romania
14.	<b>The Impact of Digital Transformation Over the Employees that Are Working in Financial Services</b> Nicoleta CHICU, Alexandrina DEACONU, Adina PRIOTEASA - The Bucharest University of Economic Studies, Romania
15.	<b>Conceptual Framework and Evaluation Standards Regarding the Ergonomic Audit of the Jobs</b> Irinel MARIN - The Bucharest University of Economic Studies, Romania
16.	<b>The Impact of Motivation on The Work Performance in Health System</b> Elvira NICA, Ana-Mădălina POTCOVARU - The Bucharest University of Economic Studies, Romania
17.	<b>Investigating the Impact of Human Resources Management Method on Intellectual Capital (Case Study: Education of District 7 in Tehran)</b> Kaveh TEYMOURNEJAD, Ali SHAHTAHERI - Islamic Azad University, Tehran, Iran
18.	<b>A Strategic Approach to Human Resource Management in Romanian Pre-University Education</b> Monica RĂDUCAN, Tincuța VRABIE, Nicoleta CRISTACHE, Liviu Marian POPA - "Dunarea de Jos" University of Galati, Romania
19.	<b>A Study on the Effects of Employee Work Performance Appraisal System at the NRA of Sierra Leone</b> Salamatu Bellah CONTEH, Yuan YIJUN - Dalian University of Technology, Dalian, P. R. China
20.	<b>Training of Human Resources in Ergonomics-support of Business Performance</b> Alexandrina DEACONU - The Bucharest University of Economic Studies, Romania
21.	<b>Shoping Anxiety: A Generation X and Y Comparison</b> Teodora ROMAN, Adriana MANOLICA, Vlad NECHITA - Alexandru Ioan Cuza Univeristy of Iași, Romania
<p><b>SESSION V: Behavioural Sciences, Communication Studies and Business Ethics</b> Room 1417, „Mihai Eminescu” Building, 4<sup>th</sup> floor <i>Session chair:</i> Associate Professor Ștefan Dominic GEORGESCU, Ph.D. <i>Conference secretariat:</i> Assistant Radu USZKAI, Ph.D.</p>	
<b>13:30 - 15:45</b>	
1.	<b>The Nordic-Baltic Region: Its Influence and Security in Europe</b> Hilmar Þór HILMARSSON - University of Akureyri, Iceland
2.	<b>Is Religion Bad for the Bank Account? An Analysis from the Netherlands</b> Alexandru BOSINCEANU - The Bucharest University of Economic Studies, Romania
3.	<b>Strategic Options for the Development of Renewable Energy in the Context of Globalization</b> Amelia DIACONU, Maria-Loredana POPESCU, Sorin BURLACU - The Bucharest University of Economic Studies, Romania Ovidiu Cristian Andrei BUZOIANU - I.L.Caragiale National College, Romania
4.	<b>Globalization and its Influence on the Capital Market</b> Daniel Ștefan ARMEANU, Camelia Cătălina JOLDEȘ - The Bucharest University of Economic Studies, Romania
5.	<b>The Risks of Digitization in the Context of Economic Development and of Ensuring Social and Informational Security</b>

**THE 13<sup>th</sup> INTERNATIONAL MANAGEMENT CONFERENCE - IMC 2019**

	Carmen Valentina RĂDULESCU, Dumitru Alexandru BODISLAV, Mihaela Diana OANCEA NEGESCU, Marcela Antoneta MITRIȚĂ - The Bucharest University of Economic Studies, Romania
6.	<b>Safety Management System in Air Transportation</b> Cosmina Laura RAȚ - Babeș-Bolyai University, Romania
7.	<b>Local Development Opportunities in the Context of Sustainable Development by Applying the Concept of "Smart Village" in Romania</b> Marius Constantin PROFIROIU, Carmen Valentina RĂDULESCU - The Bucharest University of Economic Studies, Romania
8.	<b>Algorithmic Bias in Current Hiring Practices: An Ethical Examination</b> Dragoș BÎGU, Mihail-Valentin CERNEA - The Bucharest University of Economic Studies, Romania
9.	<b>Total Quality Management in Statistics and the Impact of Capital Market Specification on Quality of Data and Code of Good Practices in Statistics</b> Loredana-Monica ANTON - The Bucharest University of Economic Studies, Romania Dana-Elena MARCEAN - Andrei Șaguna University, Romania
<b>16:00 - 19:00</b>	
10.	<b>Identifying the Priorities of Romania's Economic Policies in the Structural Reform of the Labor Market</b> Ghenadie CIOBANU - National Scientific Research Institute for Labour and Social Protection, Romania Florina BRAN, Marcela MITRIȚĂ, Mihaela Diana OANCEA NEGESCU - The Bucharest University of Economic Studies, Romania
11.	<b>The role of the National Agency for Fiscal Administration in the Romanian tax policy</b> Sorin Petrica ANGHELUȚĂ, Elena Rusalca VELICU, Silviu DIACONU - The Bucharest University of Economic Studies, Romania Amelia DIACONU - Artifex University, Romania
12.	<b>Entrepreneurship in Europe: Approaches, Evolution and Trends</b> Andreea CHITIMIEA, Valentina Raluca OPRIȚA (VĂDUVA), Carmen Nadia CIOCOIU, Nicolae MOROIANU - The Bucharest University of Economic Studies, Romania
13.	<b>Development – Modernization Investments in the Energy Sector of Romania</b> Daniel MOISE, Svetlana Platagea GOMBOȘ, Raluca Iuliana GEORGESCU - The Bucharest University of Economic Studies, Romania Amelia DIACONU - Artifex University, Romania Ovidiu Andrei Cristian BUZOIANU - I.L.Caragiale National College, Romania
14.	<b>Approaches on Sustainable Development Between Education and Innovation</b> Florina BRAN, Roxana SARBU, Cristina ALPOPI, Valentin LAZĂR - The Bucharest University of Economic Studies, Romania
15.	<b>On the Role of Ethical and Professional Codes in Business Sector</b> Ștefan-Dominic GEORGESCU, Ionuț ANASTASIU - The Bucharest University of Economic Studies, Romania
16.	<b>Structural Changes in the Romanian Economy - Opportunities for New Workplaces</b> Sorin BURLACU, Cătălin-Razvan DOBREA, Dumitru-Alexandru BODISLAV, Cristina DIMA - The Bucharest University of Economic Studies, Romania
17.	<b>The Opportunities and Threats in the Context of the V.U.C.A. World</b> Florin BERAR, Mihaela MINCIU, Cristina DIMA - The Bucharest University of Economic Studies, Romania
18.	<b>Telemedicine's Risks Analysis: A Systematic Approach of Romanian Legislation</b> Bogdan-Ștefan STOICA, Carmen Nadia CIOCOIU - The Bucharest University of Economic Studies, Romania
19.	<b>Particularities of Organizational Transformation Processes in the Defense System, Public Order and National Security</b> Florin BERAR, Mihaela MINCIU - The Bucharest University of Economic Studies, Romania
20.	<b>Quantitative Analysis of the Calls Received in the National Unique System for Emergency Calls</b> Ionel Sorinel VASILCA, Mihail BĂRĂNESCU - The Bucharest University of Economic Studies, Romania Madlena NEN - Military Technical Academy, Ferdinand I of Bucharest, Romania
21.	<b>New Tools Available to Managers in the Corporate Valuation Process</b> Leonard-Călin ABRUDAN, Mirabela-Constanța MATEI, Maria-Madela ABRUDAN - The University of Oradea, Romania

## Friday, November 1<sup>st</sup>, 2019

### PARALLEL SESSIONS

#### SESSION I: **Business Administration, Project Management and Organizational Performance**

Room 1516, "Mihai Eminescu" Building, 5<sup>th</sup> floor

**Session chair:** Professor Dan POPESCU, Ph.D.

**Conference secretariat:** Lecturer Cristina STATE, Ph.D.

**9:00 - 11:00**

1.	<b>Research on The Impact of Digitization upon Work Flexibility - Example from The European Union</b> Dan POPESCU, Cătălina-Georgiana PICU, Raluca MAREI (OZARCHIEVICI), Constantin-Iulian TĂNAȘCU - The Bucharest University of Economic Studies, Romania
2.	<b>Empirical Research Regarding the Organizational Communication within Romanian Universities</b> Cristina STATE, Alina DINU, Andrei Constantin POPESCU, Constantin-Iulian TĂNAȘCU - The Bucharest University of Economic Studies, Romania
3.	<b>The Role of Risk in the Valuation of Tax Shield</b> Lucia MICHALKOVA, Tomas KLIESTIK - University of Zilina, Slovakia
4.	<b>Cybersecurity Vulnerabilities and Threats of SCADA Systems in Critical Infrastructures</b> Vlad Daniel SAVIN, Costel ȘERBAN - The Bucharest University of Economic Studies, Romania
5.	<b>An Application on Determination of Significance of Sustainable Airport Performance Criteria by Analytical Hierarchy Process</b> Fahriye MERDİVENÇİ, Ramazan ERTURGUT, Artuğ Eren COŞKUN - Akdeniz University, Turkey
6.	<b>Improving Cybersecurity of Scada Systems</b> Vlad Daniel SAVIN, Costel ȘERBAN - The Bucharest University of Economic Studies, Romania
7.	<b>Evolution of Non-Performing Loans in the European Union and Romania</b> Cătălin Emilian HUIDUMAC-PETRESCU, Adelina Elena STAN - The Bucharest University of Economic Studies, Romania
8.	<b>Patents Applications Comparisons Between the US and EU</b> Benjamin FRANCO, Cristian BĂNACU - The Bucharest University of Economic Studies, Romania

#### SESSION II: **Education, Innovation and Knowledge Management**

Room 1512, "Mihai Eminescu" Building, 5<sup>th</sup> floor

**Session chair:** Associate Professor Cătălina RADU, Ph.D.

**Conference secretariat:** Lecturer Corina MARINESCU, Ph.D.

**9:00 - 11:00**

1.	<b>Investigating the Factors Affecting the Entrepreneurial Attitude: A Study Based on Perception of Graduating Students in Pakistan</b> Amanat Ali JALBANI – Institute of Business Management, Pakistan
2.	<b>Biogas-Innovation Map: Revealing Links and Dynamics in the Field</b> Claudiu CICEA, Corina MARINESCU, Nicolae PINTILIE - The Bucharest University of Economic Studies, Romania
3.	<b>The Analysis of the Digitalization Process of Professional Skills in the Initial Training Process – Requirement for an Innovative Educational Organization</b> Maria Cristina ȘERB (TANISLAV), Delia Mioara POPESCU, Constanța POPESCU - Valahia University of Targoviste, Romania
4.	<b>Befriending Innovation – From Entrepreneurial Vision to Public Policy</b> Camelia-Beatrice MAEREAN, Eugen ALBU - The Bucharest University of Economic Studies, Romania
5.	<b>Innovation of Public Administration through New Human Resources Techniques and Employee Motivation</b> Alina TĂNASE, Georgiana Florina ILIE (POPA) - The Bucharest University of Economic Studies, Romania
6.	<b>The Impact of the Knowledge Economy Indicators on Regional Economic Growth: Evidence from Kazakhstan</b> Aziza ZHUPAROVA, Rimma SAGIYEVA, Dinara ZHAISANOVA - Al-Farabi Kazakh National University, Almaty, Kazakhstan

SESSION III: Strategic Management, Change Management and Entrepreneurship	
Room 1518, "Mihai Eminescu" Building, 5 <sup>th</sup> floor. <i>Session chair: Professor Doina POPESCU, PhD.</i> <i>Conference secretariat: Assistant Ruxandra DINULESCU, Ph.D</i>	
<b>9:00 - 11:00</b>	
1.	<b>Strategies of Luxury Brands In the New Socio-Economic Context</b> Doina POPESCU, Eduard-Gabriel CEPTUREANU, Sebastian-Ion CEPTUREANU The Bucharest University of Economic Studies, Romania
2.	<b>Quality Culture: A Tool of Financial Management to Reduce Risk</b> Zuzana ROWLAND, Petr SULER - The Institute of Technology And Business In Ceske Budejovice, Czech Republic
3.	<b>The Issue of Multicriteria Decision-Making: Model Example of Business Partner Risk Assessment</b> Jaromir VRBKA, Vojtech STEHEL - Institute of Technology And Business In Ceske Budejovice, Czech Republic
4.	<b>Exploring the Relationship Between Characteristics and Business Incubators Global Performance</b> Selma Regina Martins OLIVEIRA - Fluminense University Federal, Brazil Sandro TRENTO - University of Trento, Italy
5.	<b>Logarithmic Risk Distribution to Build a Stable Capital Growth for Any Business or Investment</b> Cristian PĂUNA - The Bucharest University of Economic Studies, Romania
6.	<b>Entrepreneurial Career Motivation of Young People in Romania</b> Irina IOANA, Alexandrina DEACONU - The Bucharest University of Economic Studies, Romania
7.	<b>Structural Capital and Corporate Agility in the Nigerian Banking Sector</b> Christopher AKPOTU, Isaiah O. STEPHAN - Niger-Delta University, Nigeria
8.	<b>GDP as A Risk Factor of Czech Enterprises</b> Veronika MACHOVA, Jakub HORAK - The School of Expertness and Valuation, Okruzni, Czech Republic
SESSION IV: HR Management, Organizational Culture and Leadership	
Room 1308, "Mihai Eminescu" Building, 3 <sup>rd</sup> floor. <i>Session chair: Professor Alexandrina DEACONU, Ph.D.</i> <i>Conference secretariat: Ovidiu BUNEA, Ph.D. Candidate</i>	
<b>09:00 - 11:00</b>	
1.	<b>Empirical Analysis on Strategy and Hyper - Competition with SMEs</b> Kassem HAMMOUD, Jaber ABDALLAH - The Bucharest University of Economic Studies, Romania
2.	<b>Particularities of Distance Management and Team Leadership</b> Siham JIBAI, Jaber ABDALLAH - The Bucharest University of Economic Studies, Romania
3.	<b>The Influence of the Organizational Culture Upon Motivation in a Period of Financial Uncertainty</b> Andrei PUNGAN - The Bucharest University of Economic Studies, Romania
4.	<b>From Balkanization to European Integration. The Management of International Conflicts in South-East Europe</b> Liviu Bogdan VLAD, Adrian Lucian KANOVICI - The Bucharest University of Economic Studies, Romania
5.	<b>Predictive Models of Corporate Insolvency Risks</b> Erika KOVALOVÁ - University of Zilina, Slovakia
6.	<b>The Theoretical Basis for Predicting Bankruptcy Using the Altman Bankruptcy Model in the Conditions of the Slovak Republic</b> Jan CHUTKA - University of Zilina, Slovakia George H. POPESCU - Center for Applied Macroeconomic Analysis at AAER, New York, USA
7.	<b>Gamification in The Educational Process: Master_MRU's Experience</b> Cristian-Virgil MARINAȘ, Ramona Ștefania IGREȚ, Laura Elena MARINAȘ - The Bucharest University of Economic Studies, Romania
8.	<b>Sustainable University for a Sustainable Development</b> Aurelia STĂNESCU, Laura BĂDIȚOIU - The Bucharest University of Economic Studies, Romania

SESSION V: Behavioural Sciences, Communication Studies and Business Ethics	
Room 1417, „Mihai Eminescu” Building, 4 <sup>th</sup> floor	
<b>Session chair: Associate Professor Ștefan Dominic GEORGESCU, Ph.D.</b>	
<b>Conference secretariat: Assistant Radu USZKAI, Ph.D.</b>	
<b>09:00 - 11:00</b>	
<b>1.</b>	<b>Development of Effective Management Theories</b> Muhammad ASADULLAH, Syed Irfan HYDER - Institute of Business Management, Pakistan
<b>2.</b>	<b>An Ethical Framework for Digital Afterlife Industries (DAI)</b> Cristina VOINEA, Radu USZKAI - The Bucharest University of Economic Studies, Romania
<b>3.</b>	<b>The Corrosive Side of Leadership: Malignant Narcissism at Work</b> Loredana BOȘCA - The Bucharest University of Economic Studies, Romania
<b>4.</b>	<b>Leadership and Followership. An Evolutionary Perspective</b> Sergiu BĂLAN, Lucia Ovidia VREJA - The Bucharest University of Economic Studies, Romania
<b>5.</b>	<b>Tertiary Industry, a Chance for a Sustainable Circular Economy in Romania</b> Cristian-Silviu BĂNACU - The Bucharest University of Economic Studies, Romania Iuliean HORNET - Eco-Hornet Company
<b>6.</b>	<b>Life Fulfilment Influence in Art Consumption and Convictions Regarding Art</b> Iuliana COMAN - The Bucharest University of Economic Studies, Romania