



Bucharest University of Economic Studies

Faculty of Management

in partnership with SAMRO

THE 14th INTERNATIONAL MANAGEMENT CONFERENCE

“Managing Sustainable Organizations”

November 5th - 6th, 2020

Bucharest, Romania

Thursday, November 5 th , 2020
09:45 - 10:00 - Registration of participants.
10:00 – 12:00 - Plenary Session.
12:00 – 13:30 - Break
13:30-16:30 Parallel Sessions – 1st part
SESSION I: Business Administration, Project Management and Organizational Performance
SESSION II: Education, Innovation and Knowledge Management
SESSION III: Strategic Management, Change Management and Entrepreneurship
SESSION IV: HR Management, Organizational Culture and Leadership
SESSION V: Behavioural Sciences, Communication Studies and Business Ethics
16.50-19:00 Parallel Sessions – 2nd part
SESSION I: Business Administration, Project Management and Organizational Performance
SESSION II: Education, Innovation and Knowledge Management
SESSION III: Strategic Management, Change Management and Entrepreneurship
SESSION IV: HR Management, Organizational Culture and Leadership
SESSION V: Behavioural Sciences, Communication Studies and Business Ethics

Friday, November 6 th , 2020
10:00-13:00 Parallel Sessions – 3rd part
SESSION I: Business Administration, Project Management and Organizational Performance
SESSION II: Education, Innovation and Knowledge Management
SESSION III: Strategic Management, Change Management and Entrepreneurship
SESSION IV: HR Management, Organizational Culture and Leadership
SESSION V: Behavioural Sciences, Communication Studies and Business Ethics
10:00-12:00 SAMRO MEETING
<p>Organizing Committee Professor Ion POPA, Ph.D. Professor Cosmin DOBRIN, Ph.D. Professor Carmen Nadia CIOCOIU, Ph.D. Professor Claudiu CICEA, Ph.D. Associate Professor Răzvan-Andrei CORBOȘ, Ph.D. Associate Professor Cezar SIMION, Ph.D.</p> <p>www.conference.management.ase.ro conference@man.ase.ro</p>

Thursday, November 5th, 2020, 10:00 – 12:00 PLENARY SESSION



Welcoming Message

Nicolae ISTUDOR, Ph.D. Professor - Rector

Bucharest University of Economic Studies, Romania



Welcoming Message

Ion POPA, Ph.D. Professor - Dean

Management Faculty, Bucharest University of Economic Studies, Romania

THE RENAISSANCE OF HUMANISM THROUGH CREATIVITY & DESIGN Christian, Urban Society Design Consultancy, Shanghai



After a career of over 20 years in communication, PR and HR Strategy at the HQ's of Daimler, Siemens and Adidas, Christian is now working in China on different strategy and development projects, like developing the curriculum of the Alibaba Business School GET Network. Christian is also an internationally recognized keynote speaker, delivering keynotes, talks and workshops all over Asia and Europe. With a deep experience in strategy, education & learning, as well as innovation, creativity and digital transformation, he sparks inspiration and business implementation for the Future of Work and Education.

Christian's focus topic is The Renaissance of Humanism through Creativity in a Rapidly Digitalizing World, giving a clear vision on how we need to embrace technology as well as transformation and change, to embrace and shape a more human-centered future. With an NFC Chip implanted in his hand, Christian is probably the first and only "cyborg" in China, demonstrating how we can augment ourselves and what the risks and opportunities are.



REIMAGINING THE FUTURE OF EDUCATION



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

Michelle Lim is a seasoned Design Thinker with a flair for art. Hailing from Malaysia, the cultural diversity piqued her interest in reading between the lines and facilitating a better understanding between people of different background and experience.

She currently works as a Creative Consultant with JCE Japan Creative Enterprise, overseeing projects ranging from Inbound/Outbound Tourism to Talent Engagement, HR Strategy as well as Creativity.

She is also a Graphic Facilitator, helping team members and clients to connect the dots visually to facilitate learning and communication. Being a people person, she believes in facilitating meaningful communication between people and encouraging people to see beyond the present.

Prior to her role in Japan, she headed the Training Department of BrandAd Sdn. Bhd. Her passion in people has encouraged her to choose a different path, moving into Training and Development. She started the Training Department at ePromode Sdn. Bhd. (sister company of BA) before coming to Tokyo for her MBA at Globis University, Japan.

KOKOROZASHI: PURPOSEFUL LEADERSHIP FOR NAVIGATING TURBULENT TIMES

Gil CHAVEZ- Professor, Globis University, Japan

An experienced consultant and professor, Gil has worked with many top executives and brands in Asia Pacific, and has been instrumental in the development of the GLOBIS MBA program, developing and delivering courses, advising marketing and recruitment, and training new faculty. Originally, from the U.S., he began his career in Asia in corporate and marketing communications at IBM Asia Pacific in Tokyo. He later returned to the U.S. where he was a professor of advertising and public relations at California Polytechnic State University (Cal Poly), and an analyst for Nortel Networks. He returned to Tokyo in 2001 as managing director for Hill and Knowlton, where he was responsible for leading new business, and maintaining global and regional client relationships. He has taught a variety of courses at GLOBIS, primarily Critical Thinking, Marketing and Corporate Philosophy and Values, since 2008. He was educated at the Colorado College and the University of Kansas.



Thursday, November 5th, 2020
PARALLEL SESSIONS - 1st PART 13:30 – 16:30

Schedule	SESSION I: <i>Business Administration, Project Management and Organizational Performance</i>	SESSION II: <i>Education, Innovation and Knowledge Management</i>	SESSION III: <i>Strategic Management, Change Management and Entrepreneurship</i>
	<p><i>Session chair:</i> Professor Dan POPESCU, Ph.D. <i>Virtual meeting host:</i> Lecturer Cristina STATE, Ph.D.</p>	<p><i>Session chair:</i> Associate Professor Cătălina RADU, Ph.D. <i>Virtual meeting host:</i> Assist Prof. Cristina DIMA, Ph.D.</p>	<p><i>Session chair:</i> Professor Doina POPESCU, Ph.D. <i>Virtual meeting host:</i> Assist Prof. Ruxandra DINULESCU, Ph.D.</p>
13:30 - 14:30	<p>A Quest for Evidence-Based Management Interventions/ Practices (EBMIS). Derivation and Testing of Management Interventions /Practices in Randomized Clinical Trials (RCTS) Cosmin Florin LEHENE - <i>“Babeş- Bolyai” University, Romania</i></p>	<p>Elderly Training for Using Digital Technologies, a Literature Review and an Empirical Research in North Western Romania Dorin POPESCU - <i>Technical University of Cluj-Napoca, Romania</i> Diana PITIC - <i>“Babeş-Bolyai” University, Romania</i> Diana DRAGOMIR - <i>Technical University of Cluj-Napoca, Romania</i></p>	<p>Understanding Type, Process and Elements of Change: A Conceptual Review on The Framework of Change Management Ratana SOM, Raksmei CHAN - <i>Royal University of Phnom Penh, Cambodia</i> Dănuț DUMTRAȘCU - <i>Lucian Blaga University of Sibiu, Romania</i></p>
	<p>Coastal Infrastructures – Multipurpose Civil Fit-up Works and their Role in Defence and Security Lucian Valeriu SCIPANOV, Florin NISTOR - <i>“Carol I” National Defense University, Bucharest, Romania</i></p>	<p>Aspects Regarding the Level of Education of the Population and its Participation in Education and Training Programs Florina BRAN, Cristina ALPOPI, Petrică Sorin ANGHELUȚĂ, Carol Cristina GOMBOS, Daniel MOISE - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Challenges for the Romanian SMEs on the Labour Market Madalina Ecaterina POPESCU, Amalia CRISTESCU - <i>Bucharest University of Economic Studies, Romania</i> Ana-Maria GATEA - <i>National Scientific Research Institute for Labour and Social Protection, Romania</i></p>
	<p>Foreign Participation in the Share Capital of Companies in Romania – A Regional Analysis Mariana SEHLEANU - <i>University of Oradea, Romania</i></p>	<p>Innovation, Performance and Competitiveness Through Clusters`s Alina Natalia POP - <i>Technical University of Cluj-Napoca, Romania</i></p>	<p>Challenges of Digitalization and E-Procurement Systems in The Procurement Field in the Case of GENPACT Maria Alexandra MAASSEN - <i>Bucharest University of Economic Studies, Romania</i></p>

<p>14:30 - 15:30</p>	<p>Development of Sustainable Finance Through the Prism of Value Paradigm Ghenadie CIOBANU - <i>National Scientific Research Institute for Labour and Social Protection, Bucharest, Romania</i> Dan BOBOC, Cristina DIMA , Evelina BALU, Cristina Carol GOMBOS – <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Global Utility Index and Air Quality Rankings in Romania Maria Loredana POPESCU, Petruț Cristian VASILACHE, Silviu DIACONU, Valentin PĂUNA, Gabriel NĂSTASE - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Strategies of Luxury Brands after Coronavirus Doina I. POPESCU, Eduard Gabriel CEPTUREANU, Sebastian Ion CEPTUREANU - <i>Bucharest University of Economic Studies, Romania</i></p>
	<p>Implementing ITIL Methodology Within a Company. A Survey on 10 Organizations about the Pre-implementation, During and After Implementation Period Mădălina ALBULESCU - <i>West University of Timișoara, Romania</i></p>	<p>ESCO – a Tool to Connect Education with Employment Petrică Sorin ANGHELUȚĂ, Alina Georgiana PROFIROIU, Petruț Cristian VASILACHE - <i>Bucharest University of Economic Studies, Romania</i> Corneliu GUȚU - <i>Academy of Economic Studies of Moldova</i> Valentin PĂUNA - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Financial Resources Management at the Level of the European Union and Romania Roxana SARBU, Victor Adrian TROACA, Victor Maria DUMITRACHE – <i>Bucharest University of Economic Studies, Romania</i> Amelia DIACONU – <i>ARTIFEX University, Bucharest Romania</i></p>
	<p>An Overview of the Corporate Sustainability Met in International IT&C Companies Through the Lens of The Covid-19 Crisis Management Adina-Alexandra BRETAN - <i>Technical University of Cluj-Napoca, Romania</i></p>	<p>The Impact of the Manager’s Personal Development on Managerial Practices – Methodological Approaches and Case Study Florentina IONESCU (CIULEI), Angela MORLOVEA, Diana Nicoleta GEORGESCU, Delia Mioara POPESCU, Constanța POPESCU, Elena ANGHEL - <i>Valahia University of Târgoviște, Romania</i></p>	<p>The Kuwaiti Business Environment and Human Capital Development: Strategic Highlights Saad ALANSSARI, Lyudmila MIHAYLOVA, Emil PAPAZOV – <i>University of Ruse “Angel Kanchev”, Bulgaria</i></p>
<p>15:30 - 16:30</p>	<p>Integration of Macroeconomic Variables in the Analysis of Credit Risk and the Impact on the Rate of Return of Companies and the Degree of Corporate Indebtedness Luminița Gabriela ISTRATE- <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Digitalization – Sustainable Development Convergence: Metrics and Effects in Romania Sebastian STAN - <i>„Nicolae Bălcescu” Land Forces Academy, Romania</i> Camelia OPREAN-STAN - <i>“Lucian Blaga” University of Sibiu, Romania</i></p>	<p>From an “Online” World into A “New Reality” - NTT Data’s New Managerial Strategy, Negotiation Practices and Efforts to Building a Modern Society Ana DAMASCHIN, Michelle LIM, James CHUA, Tudor TOMOS – <i>Nagaoka University of Technology, Japan</i> Hiroaki KANEKO - <i>Bucharest University of Economic Studies, Romania</i></p>

<p>Earnings Quality Versus Accounting Regulation. Empirical Assessment on Accuracy of Macroeconomic Estimates. Valentin BURCA - <i>West University of Timișoara, Romania</i></p>	<p>Adapting Knowledge Management Strategies in the Context of the Covid-19 Pandemic. A Preliminary Overview Florina PÎNZARU – <i>National University of Political Studies and Public Administration, Romania</i> Alexandra ZBUCHEA - <i>National University of Political Studies and Public Administration, Romania</i></p>	<p>Big Data Analytics and Firm Performance: A Text Mining Approach Mihai BOGDAN, Anca BORZA - <i>Babeș-Bolyai University Cluj-Napoca, Romania</i></p>
<p>The Cultural and Creative Tourism – Sustainable Opportunity for Economic Development Diana-Cristina PINTEA, Alina BĂDULESCU - <i>University of Oradea, Romania</i></p>	<p>Company Relevant Stakeholders` Responsibility: An Innovative Form of Responsible Governance Ovidiu NICOLESCU - <i>Romanian Scientific Management Society, Romania</i> Ciprian NICOLESCU - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Increasing Entrepreneurship in Romania Through European Structural Funds and Emigration Mihaela MATEI, Mihaela IORDACHE - <i>Bucharest University of Economic Studies, Romania</i></p>

Thursday, November 5th, 2020
PARALLEL SESSIONS - 2nd PART 16:50 - 18:50

Schedule	<p>SESSION I: Business Administration, Project Management and Organizational Performance <i>Session chair: Professor Dan POPESCU, Ph.D.</i> <i>Virtual meeting host: Lecturer Cristina STATE, Ph.D.</i></p>	<p>SESSION II: Education, Innovation and Knowledge Management <i>Session chair: Associate Professor Cătălina RADU, Ph.D.</i> <i>Virtual meeting host: Assist Prof. Cristina DIMA, Ph.D.</i></p>	<p>SESSION III: Strategic Management, Change Management and Entrepreneurship <i>Session chair: Professor Doina POPESCU, PhD.</i> <i>Virtual meeting host: Assist Prof. Ruxandra DINULESCU, Ph.D.</i></p>
16:50 - 17:50	<p>Integrated Supply Chain Management Global Business Services in Romania Diana COZMIUC- <i>West University of Timișoara, Romania</i></p>	<p>A Bibliometric Study of Environmental Protection and Economic Development: Revealing Links and Dynamics Nicolae PINTILIE, Claudiu CICEA, Corina MARINESCU – <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Smart factory & AMP; Management 4.0 Vision for Apparel Industry in Romania Luminita Cristina SIMION, Silvia AVASILCAI – <i>Gheorghe Asachi Technical University of Iasi, Romania</i></p>
	<p>Improving the Quality of the Decision-making Process for Management and Implementation of Shared Artificial Intelligence Platforms Aurel Mihail ȚÎȚU - “Lucian Blaga” University of Sibiu, Romania; <i>The Academy of Romanian Scientists</i>; Alexandru STANCIU - <i>Microsoft Romania</i></p>	<p>The Impact of the Cause Related Products Promotional Campaigns on Consumer Behaviour Oana PRICOPOAIA, Nicoleta CRISTACHE, Adriana MATEI - “<i>Dunărea de Jos</i>” University of Galați, Romania Cosmin MATIȘ - “<i>Babeș-Bolyai</i>” University, Romania</p>	<p>Evaluating Governmental Responses to Covid-19 and the Implications for Tourism industry Jani KINNUNEN - <i>Åbo Akademi University, Finland</i> Irina GEORGESCU, Ane-Mari ANDRONICEANU <i>Bucharest University of Economic Studies, Romania</i></p>

	<p>Lucian TARNU - <i>“Lucian Blaga” University of Sibiu, Romania</i></p>		
	<p>The Management Process of Organizations Adopting Multi Agent Systems that Sustain the Acceleration of Distributed Neural Networks at Scale Aurel Mihail ȚÎȚU - <i>“Lucian Blaga” University of Sibiu, The Academy of Romanian Scientists</i> Alexandru STANCIU - <i>Microsoft Romania</i></p>	<p>Going Online: The Influence of COVID-19 on Students Learning Experience Răzvan-Andrei CORBOȘ, Ovidiu-Iulian BUNEA, Ana-Alexandra GORA - <i>Bucharest University of Economic Studies, Romania</i></p> <p>Management and Innovation in Entrepreneurial Universities from the Cultural Sector Liviu Ilieș, Oana Bălan-Budoiu – <i>Babes Bolyai University of Cluj-Napoca</i></p>	<p>Project Management for Circular Economy in Developing Countries Using Proper Policies and Strategies in Recycling Issues. The Case of Lebanon Reina BOU NEHME, Cristian-Silviu BANACU, Ghanim AHMED – <i>Bucharest University of Economic Studies, Romania</i></p>
<p>17:50 - 18:50</p>	<p>The Nonlinear Relationship Between Firm Size and Growth in the Automotive Industry Claudiu-Tiberiu ALBULESCU, Matei TĂMĂȘILĂ, Ilie Mihai TĂUCEAN - <i>Politehnica University of Timișoara, Romania</i></p>	<p>Management of Digitization in the Economic High School Education System in the Rural Environment in Romania During the SARS-COV-2 Pandemic Period Costel CEOCEA - <i>Vasile Alecsandri University of Bacău, Romania</i> Geanina-Valentina LUPU - <i>University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania</i> Alina Bianca POP - <i>SC TechnoCAD SA</i> Aurel Mihail ȚÎȚU - <i>“Lucian Blaga” University of Sibiu, The Academy of Romanian Scientist</i></p>	<p>The Impact of Infrastructure Development for a Circular Economy. The Case of Sustainable Development of Iraq Ghanim AHMED, Cristian-Silviu BANACU, Reina BOU NEHME – <i>Bucharest University of Economic Studies, Romania</i></p>
	<p>Community Involvement in Selective Waste Collection and Recovery Programs Corina GRIGORE- <i>Bucharest University of Economic Studies, Romania</i> Madlena NEN - <i>Military Technical Academy in Bucharest, Romania</i></p>	<p>Creation and Implementation of an Innovation Strategy in a Knowledge – Based Organization Aurel Mihail ȚÎȚU - <i>“Lucian Blaga” University of Sibiu, The Academy of Romanian Scientist</i> Alina Bianca POP - <i>SC TechnoCAD SA</i> Lucian TARNU - <i>“Lucian Blaga” University of Sibiu, Romania</i> Constantin OPREAN - <i>“Lucian Blaga” University of Sibiu, Romania</i></p>	<p>Impact of Collaborative Models on Energy Efficiency Conversion Florin PUCHEANU, Alexandru Mihai BUGHEANU, Ruxandra DINULESCU - <i>Bucharest University of Economic Studies, Romania</i></p>

Raising the Standard of Living for the Local Community. Case Study: Tourism Strategies in Mihai Viteazu Village

Andreea MARIN-PANTELESCU – *Bucharest University of Economic Studies, Romania*
 Monica Ioana TOADER, Mihaela ȘTEFAN HINT, Alexandra Delia BUGNARIU – *“1 Decembrie 1918” University of Alba-Iulia, Romania*

Digital Economy Development Phase: Retrospective Analysis of E-business Across Europe

Cristian MARCU, Carmen Nadia CIOCOIU, Alexandru PARU - *Bucharest University of Economic Studies, Romania*

Characteristics of Emergency Public Procurement Carried Out in Romania as a Result of the COVID-19 Crisis

Ionel PREDA , Cezar-Petre SIMION - *Bucharest University of Economic Studies, Romania*

**Thursday, November 5th, 2020
 PARALLEL SESSIONS - 1st PART 13:30 – 16:30**

Schedule	SESSION IV: HR Management, Organizational Culture and Leadership	SESSION V: Behavioural Sciences, Communication Studies and Business Ethics
	<p>Session chair: Professor Alexandrina DEACONU, Ph.D. Virtual meeting host: Assistant Prof. Ovidiu BUNEA, Ph.D.</p>	<p>Session chair: Associate Professor Ștefan Dominic GEORGESCU, Ph.D. Virtual meeting host: Assistant Prof. Radu USZKAI, Ph.D.</p>
13:30-14:30	<p>The Role of Human Resources Management in Optimizing Work Processes Cătălina SITNIKOV, Ionela STANECI (DRINCEANU), Costinel Cristian MILITARU, Mariana Paraschiva OLARU (STAICU), Ionuț RIZA - <i>University of Craiova, Romania</i></p>	<p>Analysis of a Non-Linear Dynamic Financial System Veronika Novotná, Stanislav Škapa, Milan Křápek – <i>Brno University of Technology, Czech</i></p>
	<p>Analysis of the Economic and Social Effects of Unemployment in Romania Ovidiu BUZOIANU, Amelia DIACONU, Marcela Antoaneta NICULESCU, Silviu DIACONU - <i>Bucharest University of Economic Studies, Romania; EcoIND, Romania</i></p>	<p>CSR Disclosure of Financial European Companies Within Integrated Reports Bianca Raluca BĂDIȚOIU, Alexandra BUGLEA, Diana Corina GLIGOR-CIMPOIERU, Valentin Partenie MUNTEANU <i>West University of Timișoara, Romania</i></p>

	<p>Digital Transformation of the Working Environment Lavinia GRUIA, Nicolae BIBU, Alexandru ROJA, Marian NĂSTASE – <i>West University of Timisoara, Romania; Bucharest University of Economic Studies, Romania</i></p>	<p>The Responsibility of Stakeholders for the Regeneration of Former Mining Communities Mihai-Ionuț DANCIU – <i>The Ion Mincu University of Architecture and Urbanism, Romania</i> Sabin Ioan IRIMIE, Sabina IRIMIE – <i>University of Petroșani, Romania</i></p>
14:30-15:30	<p>The Controlling in the Public Health System Gabriela Corina SLUSARIUC, Olga BUCOVETCHI – <i>University of Petrosani, Romania; Radu STANCIU – University “Politehnica” of Bucharest, Romania</i></p>	<p>Aspects of Scientific Research in Military Sciences Lucian Valeriu SCIPANOV, Florin NISTOR – <i>Carol I National Defense University, Romania</i></p>
	<p>The Abrupt Fall of the Labor Market the Case of the European Labor Market and the Impact Generated by Covid-19 Cristina PRUND – <i>„Lucian Blaga University of Sibiu”, Romania</i></p>	<p>Managerial Ethics as Soft Power Tool for Organizations in Defense and Security Areas Gabriel MĂNESCU, Ghiță BÂRSAN, Dorel BADEA, Dumitru IANCU - <i>“Nicolae Balcescu” Land Forces Academy, Romania</i> Maria CONSTANTINESCU – <i>Regional Department of Defense Resource Management Studies, Romania</i></p>
	<p>Ensuring a Positive Organizational Climate - A Mandatory Performance Criterion Solomia ANDREȘ , Suzana DEMYEN – <i>University “Eftimie Murgu” of Reșița Romania</i></p>	<p>The Role of Chinese Media in Promoting Sustainability Dong Jian, <i>Shanghai Theatre Academy, China</i></p>
15:30-16:30	<p>Successful Leadership of Virtual Teams: Challenges and Best Practices Corina Maria RUSU, Silviu Ilie SĂPLĂCAN, Ramona LILE – <i>“Aurel Vlaicu” University of Arad, Romania</i></p>	<p>Acting on Values and Building a Culture of Growth at Yumeya Ryokan (Niigata, Japan) Marius PROFIROIU, Cristian VLAD, Hideki ISHIDA, Keita SUGIYAMA, Alexandra DUȚESCU -DÎMBOVIȚA – <i>Bucharest University of Economic Studies, Romania</i></p>
	<p>Attitudes to Workplace Diversity - Main Findings in a Global Context Radu-Dan IRINI , Anca BORZA – <i>Babeș- Bolyai University, Romania</i></p>	<p>Business and Truth. An Ethical Analysis of Honesty in Advertising Mihail-Valentin CERNEA, Dragoș BÎGU – <i>Bucharest University of Economic Studies, Romania</i></p>
	<p>Using the Mobile Phone at Work: A Perspective on the Business Necessity and the Internal Regulation Ștefan Andrei NEȘTIAN, Silviu Mihail TIȚĂ, Elena-Sabina TURNEA – <i>Alexandru Ioan Cuza University of Iași, Romania</i></p>	<p>Proxemics of the Buyer-Seller Relationship Teodora ROMAN, Adriana MANOLICĂ, Marian BĂLAN – <i>Alexandru Ioan Cuza University of Iași, Romania</i></p>

Thursday, November 5th, 2020
PARALLEL SESSIONS – 2nd PART 16:50 – 18:50

Schedule	SESSION IV: HR Management, Organizational Culture and Leadership Session chair: Professor Alecxandrina DEACONU, Ph.D. Virtual meeting host: Assistant Prof. Ovidiu BUNEA, Ph.D.	SESSION V: Behavioural Sciences, Communication Studies and Business Ethics Session chair: Associate Professor Ștefan Dominic GEORGESCU, Ph.D. Virtual meeting host: Assistant Prof. Radu USZKAI, Ph.D.
16:50-17:50	The Impact of Organizational Culture on Leadership Effectiveness and Performance Daniel METZ, Liviu ILIES, Maria METZ – <i>Babeș - Bolyai University, Romania</i>	Pandemic Costs: Comparative Study Between Countries and Socio-Economic Areas Aurora COSMA, Agata Laura ȚOC, Andreea Daniela TUDOR, Alina Georgiana PETRE – <i>Bucharest University of Economic Studies, Romania</i>
	E-HRM – A Mean to Increase HRM Role in Organizations - A Comprehensive Literature Review Iustin IVLEV, Monica TRICULESCU – <i>Bucharest University of Economic Studies, Romania</i>	Analysis of the Impact of Covid on the Ukrainian Tourism Industry Natalia BULGARU, Irina SUSANU - <i>"Dunărea de Jos" University of Galați, Romania</i>
	How Effective Corporate Governance Could Prevent Crises Nina BRATFALEAN, Alecxandrina DEACONU – <i>Bucharest University of Economic Studies, Romania</i>	The Evolution of Consultancy Firms in the Management of Non-Reimbursable Funds During the 2020 Pandemic Gabriela Victoria ȚEPUȘ - <i>Babeș- Bolyai University, Romania</i>
17:50-18:50	Work from Home by Occupation in Romania: Initial Assessment in the Context of COVID-19 Pandemic Adina-Maria IORGANDA (VODĂ), Monica ROMAN – <i>Bucharest University of Economic Studies, Romania</i>	Internal control mechanisms during the state of emergency - challenges for the efficient use of public funds Constantin DANIEL, Marius Silviu CULEA - <i>"Dunărea de Jos" University of Galați, Romania</i>
	Gender Stereotypes in the Public Administration of Romania Alina Georgiana PROFIROIU, Corina-Cristiana NASTACĂ, Ariana NĂSTĂSEANU – <i>Bucharest University of Economic Studies, Romania</i>	Do Companies Engage in Moral Grandstanding? Radu USZKAI, Cristina VOINEA – <i>Bucharest University of Economic Studies, Romania</i>
	Does the Refugees Go Better with Employment? An Online Survey About Employment Status of Third Countries Refugees in Europe Mohammad HIBA, Kobeissi AMIRA – <i>Bucharest University of Economic Studies, Romania</i>	Quantitative Approaches in Ethics and Social Responsibility. The Social Responsibility Index Ștefan Dominic GEORGESCU, Ionuț ANASTASIU – <i>Bucharest University of Economic Studies, Romania</i>

Friday, November 6th, 2020
PARALLEL SESSIONS - 3rd PART 10:00 – 13:00

Schedule	SESSION I: <i>Business Administration, Project Management and Organizational Performance</i> <i>Session chair: Professor Dan POPESCU, Ph.D.</i> <i>Virtual meeting host: Lecturer Cristina STATE, Ph.D.</i>	SESSION II: <i>Education, Innovation and Knowledge Management</i> <i>Session chair: Associate Professor Cătălina RADU, Ph.D.</i> <i>Virtual meeting host: Assist Prof. Cristina DIMA, Ph.D.</i>	SESSION III: <i>Strategic Management, Change Management and Entrepreneurship</i> <i>Session chair: Professor Doina POPESCU, PhD.</i> <i>Virtual meeting host: Assist Prof. Ruxandra DINULESCU, Ph.D.</i>
10:00 – 11:00	The Impact of Gender Diversity on Banking Systems` Profitability Bogdan Andrei TILIUȚĂ, Ioana Raluca DIACONU - <i>“Alexandru Ioan Cuza” University of Iași, România</i>	Characteristics of Technology Transfer in Romanian Organizations Simona Cătălina ȘTEFAN, Cezar-Petre SIMION, Ștefan Cătălin POPA - <i>Bucharest University of Economic Studies, Romania</i>	A Comparative Analysis of The Romanian Cultural Environment From 2005 to 2020 Andrei PUNGAN - <i>Bucharest University of Economic Studies, Romania</i>
	Restart The Romania's Agriculture – A Part of the Country’s Survival in Times of Crisis Constantin-Iulian TĂNAȘCU, Cristina STATE, Alina-Nicoleta BÎRSAN - <i>Bucharest University of Economic Studies, Romania</i>	Investment in Higher Education and Economic Development in East Asia Thi Hoai Trinh NGUYEN – <i>Bucharest University of Economic Studies, Romania</i> Claudiu CICEA - <i>Bucharest University of Economic Studies, Romania</i>	Strategy Implementation Assessment of The Smes in Handicraft Industry Rodhiah HUSIN, Toto Mujio MUKMIN, Nur HIDAYAH - <i>Tarumanagara University, Indonesia</i>
	The Usage of Blockchain In Digitalization: Case Study on Documentary Credit Adriana CIOCA, Kassam WEHBE, Delia POPESCU, Constanta POPESCU - <i>Valahia University of Târgoviste, Romania</i>	Gap Analysis of the Resources and Results of the National Research – Development System from the Perspective of Technology Transfer Processes Ion POPA, Cezar-Petre SIMION, Cătălina Florentina ALBU - <i>Bucharest University of Economic Studies, Romania</i>	Wine Management and Multiplier Effects on Local Economies Irina-Virginia DRAGULANESCU, Mihaela SANDU - <i>University of Bucharest, Romania</i> Ane-Mari ANDRONICEANU - <i>Bucharest University of Economic Studies, Romania</i>
11:00 – 12:00	The Journey of Adopting Lean Six Sigma – From the Implementation Team’s Perspective. A Case Study Nicoleta Dorina RACOLȚA-PAINA, Nicolae Sebastian BUNEA - <i>“Babeș Bolyai” University, Romania</i>	Managing the Difficulties and Disadvantages Appeared at the Level of Educational Organizations for the Purpose of Maintaining High Performance Ramona-Cristina GHIȚĂ – <i>University of Craiova, Romania</i>	Sustainable Tourism in Romania Dumitru Alexandru BODISLAV, Maria Loredana POPESCU, Mihaela Diana OANCEA-NEGESCU, Ciprian ROTARU – <i>Bucharest University of Economic Studies, Romania</i> Cornelia GUTU - <i>SEM Chisinau, Republica Moldova</i>

	<p>Digital Transformation of the Organizational Communication Management in the Telecommunications Industry Lorian-Ovidiu VINTILĂ, Dan POPESCU, Alina-Nicoleta BÎRSAN - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Quality Monitoring Model in Educational and Public Institutions in the Conditions of Sustainable Development Aura COLAN, Tincuța VRABIE, Geanina COLAN, Alexandru CĂPĂȚÎNĂ - <i>"Dunărea de Jos" University of Galați, Romania</i></p>	<p>The Role of Leadership in Instilling Organization Citizenship Behavior Maria FRANGIEH, Doina I. POPESCU - <i>Bucharest University of Economic Studies, Romania</i></p>
	<p>Possibilities to Quantify the Impact of Cohesion Policing at the Level of the EU Emilia ȚIȚAN, Daniela MANEA, Mihaela MIHAI, Aida CATANĂ - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Japanese Company Success Factors – Culture and Leadership Mindset for Organizational Sustainability in Difficult Economic and Social Climates Toru TAKAHASHI, Kurtz LAW, Claudiu CICEA - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Assessing Patients’ Experience from a Private Healthcare Clinic by Implementing the SERVQUAL Model Ruxandra DINULESCU, Cosmin DOBRIN - <i>Bucharest University of Economic Studies</i></p>
12:00 – 13:00	<p>Comparative Approaches to Social Responsibility Projects in the Context of New Performance Challenges Răzvan Cătălin DOBREA, Margareta FLORESCU, Maria LOGHIN, Larisa OFIȚERU - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Insights into Leadership and Personality Cătălina RADU - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>The Impact of Total Quality Management on Organizational Performance in SMEs Cosmina Laura RAT, Cristina TOADER, Alina Rodica GAL – <i>Babeș - Bolyai University, Romania</i></p>
	<p>Sustainable Development from the Perspective of the Heritage Management of the Sarata Monteoru Tourist Resort Marcela Antoaneta NICULESCU- <i>National Research and Development Institute for Industrial Ecology</i> Svetlana PLATAGEA GOMBOS, Valentin LAZĂR, Ovidiu Andrei Cristian BUZOIANU - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Social Dialogue in the Conditions of New Technological Transformation Cristina DIMA - <i>Bucharest University of Economic Studies, Romania</i> Ghenadie CIOBANU - <i>National Scientific Research Institute for Labour and Social Protection, Romania</i> Daniel MOISE, Oana Matilda SABIE, Ștefan Gabriel BURCEA - <i>Bucharest University of Economic Studies, Romania</i></p>	<p>Data Analysis, Fundamental Factor in the Elaboration of the Top Organizational Managerial Decision Marian Sorin IONESCU, Olivia NEGOITA - <i>University Politehnica of Bucharest</i></p> <p>Entrepreneurship and Ethics in Small and Medium Size Enterprises: Literature Analysis Daniel RUSU, Doriană SANDU - <i>Bucharest University of Economic Studies, Romania</i></p>

Friday, November 6th, 2020
PARALLEL SESSIONS - 3rd PART 10:00 – 13:00

Schedule	SESSION IV: HR Management, Organizational Culture and Leadership	SESSION V: Behavioural Sciences, Communication Studies and Business Ethics
	Session chair: Professor Alexandrina DEACONU, Ph.D. Virtual meeting host: Assistant Prof. Ovidiu BUNEA, Ph.D.	Session chair: Associate Professor Ștefan Dominic GEORGESCU, Ph.D. Virtual meeting host: Assistant Prof. Radu USZKAI, Ph.D.
10:00 – 11:00	Conceptual Framework Regarding the Influence of Audit Mission's Management Over Human Resources Audit Alice STEFANESCU, Irinel MARIN - <i>Bucharest University of Economic Studies, Romania</i>	Modelling the Spatial Development of the Economy on the Basis of Perspective Interregional Cooperation and Specialization Julia DUBROVSKAYA, Elena KOZONOGOVA – <i>Perm National Research Polytechnic University, Russian Federation</i>
	Ergonomic Audit - A New Management Function Aurel MANOLESCU, Irinel MARIN, Monica TRICULESCU - <i>Bucharest University of Economic Studies, Romania</i>	A Discriminant Analysis to The Quantification of Human Development Index Under Economic Inequality Irina GEORGESCU, Ane-Mari ANDRONICEANU, Jani KINNUNEN – <i>Bucharest University of Economic Studies, Romania</i>
	Study on the Influence of Human Resources Management on Patient Satisfaction Alina-Georgiana PETRE - <i>Bucharest University of Economic Studies, Romania</i>	Real Estate Crowdfunding Platforms: Between Risks and Rewards Nistor NICOLAE, Carmen ȚURLEA – <i>Bucharest University of Economic Studies, Romania</i>
11:00 – 12:00	Empirical Study Regarding Long-Term versus Short-Term Orientation in Romania Edit LUKACS, Daniel LOVIN, Robert STEFAN - <i>"Dunărea de Jos" University of Galati, Romania</i>	Labor Migration Today. Trends and Consequences Marius Constantin PROFIROIU, Carmen Valentina RĂDULESCU, Sorin BURLACU – <i>Bucharest University of Economic Studies, Romania</i>
	The Role of Human Resource Management in Romanian Pre-University Education During the Covid-19 Pandemic Monica NIȚĂ RĂDUCAN, Nicoleta CRISTACHE, Cosmin MATIȘ - <i>"Dunărea de Jos" University of Galati, Romania</i>	Transnational Corporations and Anti-Trade Sentiment Carmen Valentina RĂDULESCU, Iulian GOLE, Florentina Olivia BĂLU, Evelina Petronela BĂLU – <i>Bucharest University of Economic Studies, Romania</i>

	<p>Analysis of the Employment Deficit in the Post-Crisis Period Lavinia-Ștefania ȚOȚAN, Corina FRĂȘINEANU, - <i>Bucharest University of Economic Studies, Romania</i>; Valentin-Sorin POPESCU - <i>Ministry of National Education, Romania</i></p>	<p>Economic Situation after COVID-19 – The Policy Trilemma Iulian GOLE, Victor Adrian TROACĂ, Ciprian ROTARU, Svetlana PLATAGEA GOMBOS, Victor Marian DUMITRACHE - <i>Bucharest University of Economic Studies, Romania</i></p>
12:00-13:00	<p>Motivation of Human Resources in Student Organization: Perceptions and Trends Mihaela PĂCEȘILĂ, Sofia COLESCA- <i>Bucharest University of Economic Studies, Romania</i></p>	<p>The Effects of Temporary Migration at the Socio-Demographic Level Sorin BURLACU, Mihaela Diana OANCEA-NEGESCU, Dumitru Alexandru BODISLAV, Florina BRAN, Raluca GEORGESCU - <i>Bucharest University of Economic Studies, Romania</i></p>
	<p>The Influence of Organizational Justice on the Professional Burnout Marian NĂSTASE - <i>Bucharest University of Economic Studies, Romania</i> Nicolae BIBU – <i>West University Timișoara, Romania</i> Muhammad NUJEIDAT, Margareta FLORESCU - <i>Bucharest University of Economic Studies, Romania</i> Denisa ABRUDAN – <i>West University Timișoara, Romania</i> Ileana VĂLIMIREANU (MIRCIOIU) - <i>Bucharest University of Economic Studies, Romania</i></p> <p>Smart specialization in South-East Development Region. Main challenges to be overcome Ramona IGRET, Cristian Virgil MARINAS, Georgiana COSTACHE – <i>Bucharest University of Economic Studies, Romania</i></p>	<p>The Fourth Industrial Revolution and Sustainability Lucia Ovidia VREJA, Sergiu BĂLAN – <i>Bucharest University of Economic Studies, Romania</i></p> <p>The Connection Between the VUCA World and the SARS-CoV-2 Pandemic Context Mihaela MINCIU, Razvan Cătălin DOBREA, Camelia STĂICULESCU – <i>Bucharest University of Economic Studies, Romania</i></p>

Friday, November 6th, 2020, 10:00 – 12:00 SAMRO MEETING