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

organized by

The Faculty of Business and Administration
University of Bucharest
Conference program

ICEA - FAA 2013

June 7th

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

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

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

Place: Conference Hall, First Floor

Plenary Session

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

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

Speaker: Jacky Mathonnat, Centre d’Etudes et de Recherches sur le Développement International, Université d’Auvergne

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

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

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

Speaker: Fabio Musso, Urbino University, Italy

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

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

11,00 – 11,30: Coffee Break. Discussions.
Parallel sessions and workshops:

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

7 June 2013

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

**Room:** Conference Hall

**Session 1**
**Chair:** David Bathory, Psy.D. Bathory International LLC Somerville New Jersey USA

11,30 – 11,50: Commitment Devices: Nice or Mean Means,
Author: Michael Möcker, Fern Universität in Hagen,

11,50 – 12,10: Does informing groups of peer progress make groups succeed?: Evaluating a social norms nudge in the public goods game
Authors: Justus J. H. P. Timmers, University of Warwick; Vishal George, University of Warwick

12,10 – 12,30: Financial Literacy and its Impact on Microinsurance Demand
Author: Shailee Pradhan, University of St. Gallen, Switzerland

12,30 – 12,50: Mental representations of the saving process
Author: Rodica Ianoie, University of Bucharest

12,50 – 13,10: Nonlinear pricing with loss aversion
Authors: Catarina Roseta-Palma and Ricardo Correia, Instituto Universitário de Lisboa, Portugal

13,10 – 13,30: Neuroeconomics and Agent-Based Computational Economics
Author: Shu-Heng Chen, National Chengchi University, Taipei, Taiwan

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

Session 2
Chair: Camelia Cojocaru, University of Bucharest, Romania

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

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

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

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

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

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

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

Author: Silviu Cojocaru, University of Bucharest

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

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

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

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

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

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

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

17,20 – 17,40: The Reality of the Resistance to Innovation in the Marketplace
Authors: Roxana Adam, Viorel Cornescu, University of Bucharest

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

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

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

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

19,00: Dinner

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

**7 June 2013**

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

**Room:** B

**Session 1**

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

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

Authors: Selena Aureli, Massimo Ciambotti, Péter Sasvári

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

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

**13.30 – 14.30:** Lunch Break. Discussions.

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

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

Authors: Camelia Cojocaru, Silviu Cojocaru, University of Bucharest

**Session 2:**

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

**14.50 – 15.10:** Generations and Market Economy

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

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

Authors: Ali A. Pourezzat, Associate Professor of Public Administration, University of Tehran, Tehran, Iran, Hashem Sodagar, Master of Islamic Studies and Management, Imam Sadiq University, Tehran, Iran, Sadabadi, Ali Asghar, University of Tehran, Tehran, Iran
15.30 – 15.50: Learning-by-Doing in Simulated Enterprises
Author: Radu Herman; University of Bucharest

15.50 – 16.10: Economic Education. New Challenges & Opportunities
Authors: Suciu Marta Christina, Bucharest University of Economic Studies; Lacatus Maria Liana; Bucharest University of Economic Studies

Session 3:
Chair: Iulian Caraganciu, Lucian Blaga University, Sibiu, Romania

16.10 – 16.30: DOW Effects in Returns and in Volatility of Stock Markets During Quiet and Turbulent Times
Authors: Ramona Dumitriu; University “Dunarea de Jos” Galati; Razvan Stefanescu; University “Dunarea de Jos” Galati


17.00 – 17.20: Impact of the Foreign Exchange Rates Fluctuations on Returns and Volatility of the Bucharest Stock Exchange
Authors: Razvan Stefanescu; University “Dunarea de Jos” Galati; Ramona Dumitriu; University “Dunarea de Jos” Galati

17.20 – 17.40: An Applied Analysis on the Use of Specific Human Capital of Higher Education Graduates Within the Fields of Economics and Administrative Studies
Author: Ioana - Julieta Josan; University of Bucharest; Ph.D. Student at the National Institute of Economic Research”Costin C. Kiritescu”

17.40 – 18.00: Application of Vanin Model for the WEB Market
Author: Caraganciu Iulian, University Lucian Blaga, Romania, Sibiu

18.00 – 18.20: A Short-Term Demand Forecasting Simulation Model for Information-Driven Resource Planning
Author: Eric Eisenstat, University of Bucharest

19.00: Dinner

Place: First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest
ICEA 2013 - Section A:

7 June 2013

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

Room: A

Session A.1.:
Chair: Magdalena Rădulescu, University of Pitesti, Romania

11,30 – 11,45: Analysis of the European Union Regulatory Requirements with Implications for Sustainability Reporting
Author: Patrycja Hąbek, Silesian University of Technology, Faculty of Organisation and Management;

11,45 – 12,00: Is the Potential Rise of the BRICS a Threat for the European Union?
Author: Ionut Mihai Ungureanu, Vrije Universiteit Brussel

12,00 – 12,15: The Trends of the Non-Governmental Credit in Romania During the Crisis Period
Author: Magdalena Radulescu, Madalin Enescu, University of Pitesti, Romania

12,15 – 12,30: FDI Technological Spillovers and Access to Credit
Authors: Vlad Manole, Rutgers University; Mariana Spatari, Rutgers University, USA

12,30 – 12,45: Lending and Financial Instability
Author: Cristian Ionescu; Academy of Economic Studies; Bucharest

12,45 – 13,00: Business Cycles and Financial Instability
Author: Cristian Ionescu; Academy of Economic Studies; Bucharest

13,00 – 13,15: Business Processes in Contemporary Society – A Theoretical Approach
Authors: Popescu A. Veronica Adriana; Commercial Academy of Satu-Mare, Satu-Mare and The Bucharest University of Economic Studies, Bucharest; Popescu N. Gheorghe; The Bucharest University of Economic Studies, Bucharest; Popescu Gh. Cristina Raluca; University of Bucharest, Bucharest;
13,15 – 13,30: Determinants of Performance in Contemporary Society – A Theoretical Approach

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


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

Session A.2.
Chair: Mark Gal, Corvinus University of Budapest, Hungary


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

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

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

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

Author: Mariya Neycheva, Burgas Free University, Bulgaria

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

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

Session A.3.
Chair: Anca Bratu, University of Bucharest

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

Author: Gergana Nikolova, Burgas Free University, Burgas, Bulgaria
15,45 – 16,00: The Importance of Performance Audit Missions Within the Context of Public Audit in Republic of Moldova

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

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

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

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

Session A.4.
Chair: Anca Monica Ardeleanu, University of Bucharest

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

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

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

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

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

Author: Anca Monica Ardeleanu, University of Bucharest

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

Author: Anca Monica Ardeleanu, University of Bucharest

19,00: Dinner

Place: First floor of the building of the Faculty of Business and Administration, University of Bucharest, Soseaua Pandurilor No. 90 - 92, sector 6, Bucharest
ICEA 2013 - Section B:
7 June 2013

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

Room: Panduri

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

14,30 – 14,45: Nicolas Georgescu - Roegen – Bioeconomics and the Economic Process
Authors: Sima Cristian, CISE, Bonciu Cătălina, University of Bucharest, Gheorghe Marinescu, University Dimitrie Cantemir, Marius Bulearca, CISE,

14,45 – 15,00: Pollution Management for a Sustainable Development
Author: Marius Bulearca, CISE, Constantin Ghiga, University of Bucharest

15,00 – 15,15: Elements of the Formation and Evolution of the Railway Transports in Romania and in the World
Author: Nistor Cornelia, Faculty of Business and Administration, University of Bucharest, Romania

15,15 – 15,30: Strategy and Creativity
Authors: Sorin-George Toma, Paul Marinescu, University of Bucharest, Romania

15,30 – 15,45: The Need to Set Up a Leadership Centre in the Romanian Academic Environment
Authors: Paul Marinescu, Sorin-George Toma, University of Bucharest

15,45 – 16,00: The Influence of Monetary Policy on Bank Lending in Romania
Authors: Leoveanu Valentin Mihai, Sandu Mihaela Cornelia, University of Bucharest

16,00 – 16,15: Entrepreneurship in Times of Economic Crisis
Authors: Grigore Ana-Maria, Ionescu Vladimir-Codrin, University of Bucharest

16,15 – 16,30: Quality and Competitiveness Within Organizations
Authors: Ionescu Vladimir-Codrin, Grigore Ana-Maria, University of Bucharest

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

17,00 – 17,15: Landmarks in the History of Management Theories and Practices
Authors: Ionescu Vladimir-Codrin, Nistor Cornelia, University of Bucharest

17,15 – 17,30: Essential Ingredients of a Successful Manager
Authors: Marius Bulearca, CISE, Daniel Tamarjan, Freedom Healthnet Ltd., Bournemouth, UK

17,30 – 17,45: Social representations – „reading grid” of public institution image
Author: Corina Radulescu, University of Bucharest

17,45 – 18,00: Analysis of Investment Environment in Romania
Author: Valentin Mihai Leoveanu, University of Bucharest, Faculty of Administration and Business

19,00: Dinner

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

8 June 2013

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

Room: Conference Hall

Section 1.
Chair: Fabio Musso, University of Urbino "Carlo Bo", Italy

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

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

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

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

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

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

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

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

11,30 – 12,00: Coffee Break

Section 2
Chair: Silvio Brondoni

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

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

12,20 – 12,40: Effects of Magical Thinking and Superstitious Beliefs on Consumer Behaviour
12.40 – 13.00: Factors driving consumer attitude and purchase intention towards hunting firearms

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

13.00 – 13.20: Assessing consumer loyalty in retailing – Corporate Social Responsibility Measures

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

13.30 – 14.30: Lunch Break. Discussions
**Virtual Presentations at ICEA 2013**

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

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

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

Author: Kadria Mohamed, University of Tunis El Manar

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

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

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

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

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

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

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

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

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

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

8. **THE IMPACT OF THE GLOBAL FINANCIAL CRISIS IN ALBANIA**

Authors: Klaudeta Merollari, University “Fan S. Noli” Korça, Stela Zoto, University “Fan S. Noli” Korça
9. Tunisian Health System and Factors of Health Expenditures
Author: Emna ESSADDIK, Researcher-teaching University of Sousse -Tunisia

10. A REVIEW ON QUALITY MANAGEMENT AND INNOVATION IN THE IRANIAN CONSTRUCTION INDUSTRY
Author: Shabnam Yazdani Mehr, Abdelnaser Omran, Universiti Sains Malaysia

11. THE STRATEGIES OF SOCIAL-CRM: The Potential Of Social Communication In The Wine Sector
Authors: Antonio Iazzi, Oronzo Trio, Monica Fait, Lea Iaia, University of Salento, Italy

12. THE ROLE OF WEB COMMUNICATION TO ENHANCE THE VALUE OF RETAIL TRADE IN SMALL CITIES
Authors: Marco Cioppi, University of Urbino "Carlo Bo", Italy

13. MUSICAL PRIMING EFFECTS ON FOOD PREFERENCE
Author: Francesco Petrucci, University of Urbino "Carlo Bo", Italy

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

Conference Chair,

Dr. Elena Druică
Faculty of Business and Administration
University of Bucharest, Romania
Mobile Phone: 004.0723.309.350.
Email: elenadruica@yahoo.com or druica_e@faa.ro
Web page: http://itchannel.ro/faa-sesiune/