

**EMQFB 2015**

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**PROGRAM**  
**of the International Conference**

**Emerging Markets Queries in  
Finance and Business**  
**4-th edition**

*“Financing sustainable  
economic growth for security  
and well-being”*

**EMQFB – 2015**  
**30<sup>th</sup> – 31<sup>th</sup> October 2015**

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## DAY 1 30<sup>th</sup> October 2015

<b>08:30</b>	-	<b>09:30</b>	Registration
<b>09:30</b>	-	<b>10:00</b>	Conference opening
<b>10:00</b>	-	<b>11:30</b>	Workshop 1 – <i>“Heritage entrepreneurship: innovative interpretation of heritage and chain value business development. From local/national to international networking”</i>  Moderators: <i>Valentina Vasile</i> , Institute of National Economy, Romania <i>Dorothea Papathanasiou</i> , University of The Aegean, Euro Mediterranean University, Greece <i>Aldo Di Russo</i> , Unicity, Italy
<b>11:30</b>	-	<b>12:00</b>	Coffee break
<b>Plenary session – Room A, Chair: Daniel Ștefan</b>			
<b>12:00</b>	-	<b>12:45</b>	<i>Foreign Direct Investment in Romanian Economy: Impact and Challenges</i> Gheorghe Zaman, Institute of National Economy, Romanian Academy Valentina Vasile, Institute of National Economy, Romanian Academy
<b>12:45</b>	-	<b>13:30</b>	<i>Study on innovative clusters as drivers for the local development Barriers and future challenges in case of Romania</i> Zsuzsanna Katalin Szabo, “Petru Maior University” of Tîrgu Mureș, Romania
<b>13:30</b>	-	<b>14:00</b>	Coffee and snack break



“Petru Maior” University  
of Tîrgu-Mureș



Romanian Academy  
Institute of National Economy



Ekonomická  
fakulta  
Technická univerzita  
v Košicích

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<b>Session 1 – Room A</b>			
<b>Co-chairs: Valentina Vasile, Anca Cristea</b>			
14:00	-	14:30	<i>An emerging market and the query of how-to-do: Culture as a driver for development and socio-economic cohesion,</i> Aldo Di Russo, UNICITY, Italy Dorothea Papathanasiou, University of The Aegean, Greece
14:30	-	15:00	<i>How important are the remittance flows for Romania?</i> Dan Florin Hreban, "Ștefan cel Mare" University, Romania
15:00	-	15:30	<i>DCFTA with EU: competitiveness challenges for Republic of Moldova,</i> Alexandru Stratan, Alexandru Fala, Victoria Fala, National Institute of Economic Researches, Republic of Moldova
15:30	-	16:00	<i>The effects of crisis on selected new EU member states</i> Julia Durcova, Ludmila Bartokova, Technical University of Kosice, Slovakia
16:00	-	16:30	<i>Macro-level determinants of economic growth: a comparative analysis between Western European and CEE countries</i> Bogdan Florin Filip, "Al. I. Cuza" University of Iași, Romania
16:30	-	17:00	<i>The end of entertainment: Castel Lagopesole, the new rising power of cultural communication for local development, collective identities and sustainable place-making.</i> Dorothea Papathanasiou, University of The Aegean, Greece Aldo Di Russo, UNICITY, Italy
17:00	-	17:30	<i>EU 2020 Strategy Targets and the Romania's Economic and Social Catching up Challenge</i> Valentina Vasile, Gheorghe Zaman, Institute of National Economy, Romania
17:30	-	18:00	<i>Behavioral models in risk management</i> Florin Boghean, Ștefan cel Mare University of Suceava, Romania

<b>Session 2 – Room B</b>			
<b>Co-chairs: Zsuzsanna Szabo, Steliana Sandu</b>			
14:00	-	14:30	<i>Innovation and brain- drain. Limits and challenges</i> Steliana Sandu, Irina Anghel, Institute of National Economy, Romania
14:30	-	15:00	<i>Exchange Rate Pass-through and Competitiveness Issues in Eurozone,</i> Rajmund Mirdala, Faculty of Economics, Technical University of Košice, Slovakia
15:00	-	15:30	<i>Reducing economic disparities between rural and urban area through integrated development – Case study: AIDA Association, Alba County, Romania</i> Ionela Gavrița-Paven, 1 Decembrie 1918 University of Alba Iulia, Romania
15:30	-	16:00	<i>Corporate Social Responsibility Perceptions on Accommodation Industry: A Research on Tourism Management Bachelors,</i> Sercan Aras, Necmettin Erbakan University, Faculty of Tourism, Konya, Turkey Halil Akmeşe, Necmettin Erbakan University, Faculty of Tourism, Konya, Turkey
16:00	-	16:30	<i>Competence Development for Building High – Trust Organization,</i> Adrian Sonea, "Petru Maior" University of Tirgu-Mures, Romania Eugenia Câmpeanu-Sonea, Babeș-Bolyai University of Cluj-Napoca, Romania
16:30	-	17:00	<i>Change Models in Corporations. Case Study regarding the Impact of Externalization at EON Energy Romania,</i> Mihaela Kardos, Adriana Costea, "Petru Maior University" of Tirgu Mureș, Romania
17:00	-	17:30	<i>Local radio part involved in the development responsible of local communities,</i> Daniel Stefanov, Valahia University of Targoviste, Romania
17:30	-	18:00	<i>Performance measurement practices used by trading companies in Romania,</i> Kinga Emese Zsidó, University of Debrecen, Hungary

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<b>Session 3 – Room C</b>			
<b>Co-chairs: Simon Best, Daniel Ștefan, Nicolae Ploeșteanu</b>			
14:00	-	14:30	<i>Innovation as growth factor for SMEs under financial constraints</i> Daniel Ștefan, “Petru Maior University” of Țirgu Mureș, Romania
14:30	-	15:00	<i>The CSR – A New Dimension Of Stock Exchanges` Activity</i> Valentina Vasile, Institute of National Economy, Romania Mirela Panait, Irina Rădulescu, Petroleum-Gas University of Ploiesti, Romania
15:00	-	15:30	<i>Green products, services and SMEs: reducing environmental risk, minimizing pollution and the use of resources</i> Anca Cristea, Institute of National Economy, Romania
15:30	-	16:00	<i>Taxation, tax structure and government spending as a response to the economic weakness in the European Union,</i> Desislava Stoilova, Nikolay Patonov, South-West University “Neofit Rilski”, Bulgaria
16:00	-	16:30	<i>Analysis of fiscal variables impact on economic growth in Romania,</i> Marius-Răzvan Surugiu, Institute of National Economy, Romania Camelia Surugiu, University of Bucharest, Romania
16:30	-	17:00	<i>The use of Internet banking in emerging markets such as Romania,</i> Marta Kiss, “Petru Maior University” of Țirgu Mureș, Romania
17:00	-	17:30	<i>Pros and Cons Application of VAT to Contracts of Supply of Consulting Services</i> Nicolae Ploeșteanu, Iulia Diana David, “Petru Maior University” of Țirgu Mureș, Romania
17:30	-	18:00	<i>Issues of Resource Decoupling for Sustainable Economic Growth in Romania,</i> Simona Frone, Institute of National Economy, Romania Dumitru Florin Frone, University of Agricultural Sciences and Veterinary Medicine, Romania

<b>Session 4 – Room D</b>			
<b>Co-chairs: Ramona Neag, Ioan Ovidiu Spățacean</b>			
14:00	-	14:30	<i>Considerations on public sector efficiency: determinants and implications,</i> Anca Sofia Popescu, West University Of Timisoara, Romania
14:30	-	15:00	<i>Sampling as Selection Technique in Financial Auditing - Research Findings,</i> Ciprian Costel Munteanu, Valahia University from Targoviste, Romania
15:00	-	15:30	<i>Financial and Competitive Contribution of Revenue Management,</i> Sercan Aras, Halil Akmeşe, Necmettin Erbakan University, Faculty of Tourism, Konya, Turkey
15:30	-	16:00	<i>Specific risk analysis for companies listed on Bucharest Stock Exchange</i> Ioan Bircea, “Petru Maior University” of Țirgu Mureș, Romania
16:00	-	16:30	<i>Internal audit role in the ethical governance of emerging markets’ banking systems</i> Sebastian Suta, West University Timisoara, Romania
16:30	-	17:00	<i>The impact of the measures ordered by decisions of the court of accounts of Romania (chamber of accounts of Timiș county) on increasing efficiency in the use of funds from the state budget</i> Rafaela Pârvut, Chamber of Auditors of Timiș County, Romania
17:00	-	17:30	<i>Governance structure within the cooperative “res-group” in Supply Chain Management of apple production in Prespa Region, Republic of Macedonia</i> Nikola Trendov, Olagunju Kehinde Discovery Research and Development Centre, Budapest, Hungary Dumitru Stratan, Kaposvar University, Kaposvar, Hungary
17:30	-	18:00	<i>Disclosures related with transparency requirements for Romanian Investment Firms</i> Ioan-Ovidiu Spățacean, “Petru Maior University” of Țirgu Mureș, Romania

19:00 – Welcome Cocktail (Location: Hotel Continental)

**DAY 2**  
31<sup>th</sup> October 2015

<b>10:00</b>	-	<b>12:00</b>	<p>Workshop 2 – <i>“Developing entrepreneurship mind and skills set”</i></p> <p>Moderators:  <i>Simon Best</i>, Middlesex University, London, UK  <i>Daniel Ștefan</i>, “Petru Maior” University of Țirgu-Mureș, Romania  <i>Anca Munteanu</i>, “Petru Maior” University of Țirgu-Mureș, Romania</p>
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<b>Session 5 – Room A</b>			
<b>Co-chairs: Comes Călin Adrian, Munteanu Anca</b>			
<b>12:00</b>	-	<b>12:30</b>	<p><i>Human resources expectations and exploration of labour turnover problems in a shared service center</i>  Veronika Fenyves, Krisztina Dajnoki, University of Debrecen, Faculty of Economics and Business, Hungary  Ágnes Anna Kiss, CIB BANK ZRT, Hungary</p>
<b>12:30</b>	-	<b>13:00</b>	<p><i>Socially Responsible Consumers and Corporate Social Responsibility</i>,  Maria-Ana Georgescu, “Petru Maior” University of Țirgu-Mureș, Romania</p>
<b>13:00</b>	-	<b>13:30</b>	<p><i>The influencing factors of students’ entrepreneurial intentions. An empirical analysis</i>,  Emilia Herman, “Petru Maior” University of Țirgu-Mureș, Romania</p>
<b>13:30</b>	-	<b>14:00</b>	<p><i>Theoretical, legislative and practical aspects concerning the production costs</i>  Anamari-Beatrice Ștefan, “Petru Maior” University of Țirgu-Mureș, Romania</p>
<b>14:00</b>	-	<b>14:30</b>	<p><i>Boom-Bust Cycle and Fiscal Policy: A Romanian Perspective</i>,  Mihaela-Liliana Gündör, “Petru Maior” University of Țirgu-Mureș, Romania</p>
<b>14:30</b>	-	<b>15:00</b>	<p><i>Modelling the regional impact of academic research in Romania</i>  Zizi Goschin, Bucharest University of Economic Studies, Romania</p>
<b>15:00</b>	-	<b>15:30</b>	<p><i>The influence of the chemical treatment specific indicators on the production costs in electrostatic field painting</i>  Jozsef Boer, “Petru Maior” University of Țirgu-Mureș, Romania  Petruța Blaga, “Petru Maior” University of Țirgu-Mureș, Romania</p>
<b>15:30</b>	-	<b>16:00</b>	<p><i>Overview and perspectives of natural protected areas in Romania</i>,  Daniela Antonescu, Institute of National Economy, Romania  Monica Dumitrașcu, Ines Grigorescu, Sorin Geacu, Institute of Geography, Romania</p>
<b>16:00</b>	-	<b>16:30</b>	<p><i>Convergence in CEE regions: some stylized facts</i>,  Anca Munteanu, “Petru Maior” University of Țirgu-Mureș, Romania</p>
<b>16:30</b>	-	<b>17:00</b>	<p><i>Challenging the WYSIWYG pattern: the ENPI CBC Black Sea Project ALECTOR and the SCRIPTORAMA Tales</i>,  Dorothea Papathanasiou, University of The Aegean, Greece</p>

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<b>Session 6 – Room B</b>			
<b>Co-chairs: Mihaela Kardos, Adrian Boantă</b>			
12:00	-	12:30	<i>The New European Economic Governance and Impact On National Wage Policies,</i> Livia Chisăgiu, Institute of National Economy, Romania
12:30	-	13:00	<i>Romanian Female Entrepreneurship - a Longitudinal Survey</i> Angela On, “Petru Maior” University of Tîrgu-Mureş, Romania
13:00	-	13:30	<i>A proposal for the extension of theory of marginal productivity in case of non-constant returns to scale,</i> Florin-Marius Pavelescu, Institute of National Economy, Romania
13:30	-	14:00	<i>Sources of funding – the role of Financial Controller in the decision-making</i> Eva Darabos, Attila Rozsa, Tunde Nagy, University of Debrecen, Hungary
14:00	-	14:30	<i>The necessity of approaching the enterprise performance concept through a theoretical-fundamental system,</i> Veronica Deac, “Petru Maior” University of Tîrgu-Mures, Romania
14:30	-	15:00	<i>Effective rebranding strategies for financial institutions</i> Marta Kiss, “Petru Maior University” of Tîrgu Mureş, Romania
15:00	-	15:30	<i>The Impact of the Government Expenditures Structure on the Economic Growth</i> Iulia Roşoiu, Academy of Economic Studies, Romania
15:30	-	16:00	<i>Making FDI Work for Sustainable Development in Romania,</i> Paula Nistor, “Petru Maior” University of Tîrgu-Mures, Romania
16:00	-	16:30	<i>Current issues on Accounting Conservatism in Romania</i> Ramona Neag, Ema Speranța Mașca, “Petru Maior” University of Tîrgu-Mureş, Romania
16:30	-	17:00	<i>Analysing the situation of agricultural enterprises in liquidation by means of bankruptcy prediction models,</i> Sándor Nagy, University of Debrecen, Hungary

<b>Session 7 – Room C</b>			
<b>Co-chairs: Anamari- Beatrice Stefan, Paula Nistor</b>			
12:00	-	12:30	<i>Business Relations and their impact on the performance,</i> Noémi Ványi, University of Debrecen Faculty of Economics, Hungary
12:30	-	13:00	<i>Economic Growth in the Czech Republic - Supply Perspective</i> Manuela Raisova, Technical University of Košice, Faculty of Economics, Slovakia
13:00	-	13:30	<i>The development of a performance measuring model for advanced manufacturing technologies inside SMEs</i> Ioana-Roxana Cicala, Mihai Dragomir, Amalia-Monica Cenușă, Technical University of Cluj-Napoca, Romania
13:30	-	14:00	<i>Analysis of undertakings performing food retail activities as grocery stores in the Northern Great Plain region,</i> Veronika Fenyves, Tibor Tarnóczy, Zoltán Bács, University of Debrecen, Hungary
14:00	-	14:30	<i>Analysis of the Usage of Health Tourism Services by Use of CHAID Decision Trees,</i> Eva Csirmaz, Károly Pető, University of Debrecen, Hungary
14:30	-	15:00	<i>Analysis of expected income in case of Hungarian family farm businesses,</i> Júlia Tobak, Adrián Nagy, Zsuzsa Badics, University of Debrecen, Hungary
15:00	-	15:30	<i>Performance of the Hungarian higher education in the spirit of “Europe 2020”,</i> Eva Darabos, Istvan Labas, Zoltan Bacs, University of Debrecen, Hungary
15:30	-	16:00	<i>Wage policy and new job creation in innovative SMEs. Case study-Romania</i> Raluca Mazilescu, Institute of National Economy, Romania
16:00	-	16:30	<i>Municipal waste recycling in Romania - developments and challenges</i> Andreea Constantinescu, Victor Platon, Institute of National Economy, Romania