The 1st International Conference on
„Innovation and Growth of the Economic Competitiveness”

Preliminary Program

1 November 2007
12:00 - 16:30 – Students Tracks

2 November 2007
9:00 - 9:30 – Registration of participants
(University Hall – Vasile Conta Street, no.4, Craiova)

9:30 - 10:00 – Welcome and official opening of the conference

10:00 - 10:30 – Keynote speech - Laura Ungureanu: „NONLINEAR PROBLEMS IN ECONOMIC DEVELOPMENT”

10:30 - 12:50 - Growth and Innovation (presentation 15 min, discussion 5 min)

Chairperson – Mădălina CONSTANTINESCU

Claudiu Tiberiu Albulescu, The Impact of the New Financial Products on the Volatility of the Economic Growth, France

Erkan Erdil, Dilek Cetin, Innovation and Interfirm Relations: Ankara Sincan Industrial District, Turkey

M. Mahroof Khan, M Shahzad Khan, Afshān Azam, Technological Change and Input Substitution Possibilities in Pakistan’s Agriculture, Pakistan

Piotr Misztal, Analysis of Competitiveness and Competitive Position of Polish Economy in the Years 1995-2005, Poland

Irina Rădulescu, Innovation Performance in European Union, Romania

Emilian Radu, Claudia Elena Tuclea, Dragoş Vasile, Competition and Competitiveness in Romanian Hospitality Industry: A Strategic Approach, Romania

Mihaela Popescu, Elements lexicaux latino-romaniques developpes recemment en roumanie, Romania

Simina Petraru, Innovation Versus Kaizen or Innovation in Kaizen, Romania

Camelia Fircă, Tradition and Innovation in Ruskin’s Social Theory, Croatia

Octavian Dan Rădescu, The Process of Globalization in the World Economy, Romania
### 10^{30} - 12^{35} - Mathematics Models of Economical Processes & Mathematical Modelling

*(presentation 15 min, discussion 5 min)*

**Chairperson – Laura UNGUREANU**

Liviu Stelian *Begu*, *The Econometrical Model for Analysis of the Dynamics and the Factors of Influence Romania’s External Economic Relations*, *Romania*

Ana *Bobircă*, Paul-Gabriel *Miclăuş*, *The Structure of Romania’s International Specialization in Services Trade*, *Romania*

Festić *Mejra*, Dejan *Romih*, *Flexicurity as a Forward-Looking Model: Evidence from Nms-12, Slovenia*

Dragoș *Ipate*, Iuliana *Pârvu*, *Mathematical Model of Measuring the Quality of Services of the Higher Education Institutions*, *Romania*

Nicolae *Rădescu*, Ana-Maria *Rădescu*, Octavian Dan *Rădescu*, *Some Consideration Concerning the Problem of Flow in a Dynamic Aleatory Network*, *Romania*

Bijan *Safavi*, *The Total Factor Productivity (TFP) of the Trade Sector in Iran*, *Iran*

Dorel *Savulea*, *Assessments Regarding Methodology and the Significance of the Main Macroeconomic Indicators*, *Romania*

Laura *Ungureanu*, Ion Viorel *Matei*, *Dynamical Modelling in the International Economically Relations*, *Romania*

Liviu *Ungureanu*, *Technological Policy and Economic Development*, *Romania*

### 10^{30} - 12^{15} - Accounting (presentation 15 min, discussion 5 min)

**Chairperson – Mihaela GALICEANU**

Mihaela *Galiceanu*, *Payment Based on Share IFRS 2 – a Solution to Prevent the Manipulation of the Result of the Economical Entity*, *Romania*

Emil *Ghiță*, *The Profession of Internal Auditor*, *Romania*

Anca Madalina *Bogdan*, *Accounting Policies for Sustainable Development*, *Romania*

Silviu *Bratu*, *Economical Evaluation Versus Accountancy Evaluation*, *Romania*

Alina *Bratu*, *A Pragmatic Approach Regarding Accountancy Statute*, *Romania*

Mihaela *Cocoșilă*, *Information and Specific Instruments of Financial-Accounting Management, Necessary in Leading Process*, *Romania*

Silviu *Bratu*, *History Regarding Romanian Accountancy Evolution*, *Romania*

### 10^{30} - 12^{50} – Finance & General Financial Markets & Financial Institutions & Investing and other related areas of Finance (presentation 15 min, discussion 5 min)

**Chairperson – Ion Viorel MATEI**

Cristiana *Bogdănoiu*, *Foreign Direct Investments – Relaunching Factor of The Romanian Economic Growth*, *Romania*

Alina *Bratu*, *Aspects Regarding Money History and Monetary Circulation on Romanian Territory*, *Romania*

Carmen *Corduneanu*, Laura Raisa *Iovu*, *Foreign Direct Investment and Regional Development in Romania*, *Romania*

Mirela *Minică*, Laura Raisa *Iovu*, *The Influence of the European Common Market Upon the SME Activity*, *Romania*
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**1030 - 1315 - ICT & e-Business & Business Intelligence & Intelligent and Computer Systems in: economy, education, banking, insurance, and elsewhere**

*(presentation 15 min, discussion 5 min)*

**Chairperson – Laura ŞTEFĂNESCU**

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<td><strong>Management &amp; Knowledge Management</strong></td>
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Organizational Reengineering for Rethinking Business

**Aims and Scope**

Nowadays, when everybody is concerned about the efficiency’s growth of the autochtonous enterprises activities, the necessity of using new mechanisms and management methods has become obvious, activities which should stimulate the acceleration of the economical reforms.

The main purpose of the workshop consists in proving that the reengineering is an efficient solution to the basic restructuring of a business, but also to show a series of opportunities linked to the technological reengineering, the economical and human one, of the activities and processes from a modern organization adding new dimensions in the efficient development, on the market principles, in accordance with the using on a high extent of the informational and communicational technologies.

To draw conclusions, opinions, recommendations and specify those solutions which should increase the managerial efficiency, the team initiate a vast study case for the enterprises which need the fundamental re-interpretation and the radical re-designing of processes and activities needed to improve considerably its main indicators of value, quality, services and rhythm.

Using models and revolutionary management methods as factors for the reengineering and applying new informational technologies for each stage of the reengineering projects’ implementation, we think that we succeed in offering a durable successful programme regarding the reorganisation of business in Oltenia region.

**Plenary Speeches:**

Laura Ștefănescu

“Process based Approach, Basic Condition for Business Reengineering”

Market globalization, economic recession of many regions, new customer requests regarding the quality of products and services and the quick development of IT require new strategies for successful business. That is why many important organizations made considerable efforts to provide better value for the customers, first through applying the total quality management, and more recently through reengineering.

Reengineering represents radical redesign of enterprise processes, especially economic processes. Instead of organizing the enterprise into specialized functional entities (such as production, accounting, marketing), the enterprise should be transformed, according to this theory, into a series of processes relevant to create value and to create strategies.

The main objective of this paper is the process based approach as a main condition for rethinking the business processes, in order to obtain spectacular improvements of the indicators needed in performance appraisal, therefore reengineering.
“Knowledge Management and Business Process Reengineering for Business Performance Improvement”

Organisations have always realised that access to quality information and knowledge will help them remain competitive. However, with the advent of rapidly changing business environments, managers are now realising they need to develop an effective knowledge strategy and provide employees with best available knowledge to support the decision making process. The paper addresses this within the context of how Decision Support Systems, Artificial Intelligence and Information Technology can aid the transformation process of knowledge.

Knowledge management has recently become a fashionable concept, although many organisations are still unable to explain what knowledge is. More importantly, they are unable to develop and leverage knowledge to improve organisational performance.

However, many organizations are now attempting to enhance their performance through Business Process Reengineering that is a strategy of redesigning business operations to take full advantage of information technology and human resources.

Now, enterprises should create – entirely – new ways of working to survive in a competitive environment. Organisational transformation depends on the creation of a powerful vision of what future should be like. We claim that an in-depth understanding of the current functioning is also required. In this context, enterprise knowledge modelling can help understanding the current business situation and establishing a vision of what the future should be like. Therefore, modelling of enterprise knowledge becomes a pre-requisite for system requirements elicitation and system development.

“Business Process Reengineering Method versus Kaizen Method”

The essence of this paper is the comparison of the Business Process Reengineering method (BPR) and Kaizen method. The BPR method is defined by Hammer and Champy as “the fundamental reconsideration and radical redesign of organizational processes, in order to achieve drastic improvement of current performance in cost, service and speed”. At its turn, the Kaizen method is an management concept for incremental change. Key elements of Kaizen are quality, effort, involvement of all employees, willingness to change and communication. When BPR is compared with Kaizen method, the BPR is harder to implement, technology – oriented, enables radical change. On the other hand, Kaizen method is easier to implement, is more people – oriented and requires long term discipline.

Poster Session

New Managerial Practices: Individual and his Development in the Organizational Environment
By Pompiliu Constantinescu

The Impact of Leadership and Change Management Strategy on Organizational Culture
By Dumitru Constantinescu and Pompiliu Constantinescu

Informational and Communicational Technologies – Implementation’s Foundation of the Reengineering
By Cristiana Bogdănoiu

Business Intelligence – Improving Performance of Reengineering Project
By Andy Ştefănescu

Business Process Reengineering – A Necessity to Create an Efficient Managerial System
By Cristiana Bogdănoiu

Outcomes of the Enterprise Reengineering Initiatives
By Laura Ştefănescu

Economic Feasibility of the Reengineering Projects
By Andy Ştefănescu, Ion Ştefănescu, Cristiana Bogdănoiu

Knowledge Management Application
By Andy Ştefănescu

**Workshop Final Report** (available after conference)

*13**00* - *14**00* – Coffee Break
*13**00* - *16**30* – Students Tracks

**Financial Administration**

*Finanţarea schimburilor internaţionale*
By Viorel David, Daniela Nichita-Simulescu

*Organizarea şi funcţionarea echipelor de manageri*
By Rodica Chilom

*Secretele unei negocieră reuşite*
By Simona Sandu

*Strategia comună de dezvoltare regională transfrontalieră Dolj*
By Iuliana Popa

*Managementul proiectelor europene în turism*
By Victoria Stanasii

*Globalizarea pieţelor financiare şi standardele IFRS*
By Nadia Vârzaru

*Concepute, principii şi modele de guvernare corporativă*
By Alina Bratu

**Modern Accounting Politics**

*Contractele de locaţie şi IAS 17*
By Cătălin Gabriel Ilie

*Analiza procesului investiţional al UE în România*
By Elena Cruicu-Mecea

*Reguli şi proceduri comunitare privind concurenţa*
By Victoria Bubureanu-Stanasii

*Mişcarea pan-europeană*
By Mihnea Vladimir Ionășcu

*Reformarea politicii agrare comune*
By Victor Godeanu

*Evoluţia relaţiilor economice între România şi UE*
By Adriana Dragu

*Politici contabile privind performanţa întreprinderii şi guvernarea corporativă*
By Fănică Pârvu and Anca Victoria Ciorobea

*Politici contabile de finanţare a capitalului de lucru*
By Ion Liviu Dărângă

*Politici contabile privind IAS 16 si IAS 38*
By Marcela Glava-Stoian

25 October 2008

**10**30 – Registration of participants
(Untiversity Hall – Vasile Conta Street, no.4, Craiova)

**10**30 - **11**00 – Welcome and official opening of the conference

Mrs. Ion Viorel Matei,
Dean of Faculty of Financial Management Accounting Craiova
Ms. Laura Ştefănescu,
Manager of European Research Centre of Managerial Studies in Business Administration

11<sup>00</sup> - 14<sup>00</sup> – Regular session in parallel

Information and Communication Technologies
Chairperson – Laura ŞTEFĂNESCU
25 Oct – 11<sup>00</sup> – Room 301

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<td>Hairong Mu</td>
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<td>Information Technology and Banking Sector: Analysis of High-tech Services and Remote Channels</td>
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<td>Important Aspects of SOA: A Survey</td>
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<td>Acceptance and Adoption of the Business Intelligence Project</td>
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Business Administration
Chairperson – Petru BARDAŞ
25 Oct – 11<sup>00</sup> – Room 303

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Economics
Chairperson – Mădălina CONSTANTINESCU 25 Oct – 11<sup>00</sup> – Room 302

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<td>Information Economy &amp; Globalization: Growth and Employment. Analysing of Turkey</td>
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**General Financial Markets**

**Chairperson** – Ion Viorel **MATEI** 25 Oct – 11:00 – Room 304

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<td>Herd Behaviour and Investors Risk Aversion in Efficient Financial Markets</td>
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<tr>
<td>4</td>
<td>Ghiţă</td>
<td>Emil</td>
<td>Why is Necessary a Management of Risks?</td>
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<td>5</td>
<td>Ilie</td>
<td>Dragoş</td>
<td>Public Purchasing and Operational Risks</td>
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<tr>
<td>6</td>
<td>Ispas</td>
<td>Roxana</td>
<td>Stubborn Conservatives, Tax Competition and Strategic Deficit</td>
<td>Romania</td>
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<tr>
<td>7</td>
<td>Pănoiu</td>
<td>Laura</td>
<td>Financing Opportunities of Public Administration by Means of the Romanian Capital Market</td>
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<td>8</td>
<td>Tudor</td>
<td>Cristiana</td>
<td>Investigating the Size Effect and the Power of the Book-To-Market Ratio in Predicting the Cross-Section of Expected Stock Returns on Bucharest Stock Exchange</td>
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<tr>
<td>9</td>
<td>Ungureanu</td>
<td>Laura Matei</td>
<td>Advances in Decision Analysis. Efficient Methods in Finance</td>
<td>Romania</td>
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</tbody>
</table>

**Economics**

**Chairperson** – Dragoş ILIE 25 Oct – 11:00 – Room 202

<table>
<thead>
<tr>
<th></th>
<th>Last Name</th>
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<tr>
<td>1</td>
<td>Barbu</td>
<td>Cristina</td>
<td>The Effects of the Mining Activity over the Waters from Jiu Valley</td>
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<td>Glard</td>
<td>Parvaneh Hamid</td>
<td>Individual factors Influence on Iranian’s Women Entrepreneurship Development</td>
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<td>Ilie</td>
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<td>Externals and Economic Equity</td>
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<td>Manea</td>
<td>Simona</td>
<td>Structural Funds, the Relaunch Chance of the Romanian Economy</td>
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<td>Mazilu</td>
<td>Mirela Marinescu</td>
<td>Tourism versus Environment</td>
<td>Romania</td>
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<td>6</td>
<td>Oloru</td>
<td>Marieta Petraru</td>
<td>European Integration – New Approaches and Challenges for the Textile Industry</td>
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<td>Pârvu</td>
<td>Iuliana Ipatel</td>
<td>Acquiring Correspondence between Graduate Knowledge and Labour Market Demand – Target of Quality Higher Education</td>
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<td>Popescu</td>
<td>Mihaela</td>
<td>Éléments Lexicaux Latino - Romans Développés Récemment en Roumain</td>
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<td>Rădescu</td>
<td>Octavian-Dan</td>
<td>The Social Policy of the European Union</td>
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<td>Văcărescu</td>
<td>Hobeanu Loredana</td>
<td>The Management of the Economy</td>
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</table>
### Information and Communication Technologies

**Chairperson** – Simona ROTARU  
**25 Oct – 11th – Room 201**

<table>
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<tr>
<td>1</td>
<td>Alexandrescu Adrian</td>
<td>A Component Specification Language for the Enterprise Software</td>
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<td>Dincă Sorin</td>
<td>ERP Implementation. Advantages and Disadvantages</td>
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<td>Dragomir Robert Gabriel</td>
<td>Modern Techniques for Students’ Assessing through the Use of Exam</td>
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<td>Isbășoiu Eliza</td>
<td>Mathematic Software Used in Experimental Applications in Physics</td>
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<td>5</td>
<td>Pupezescu Valentin Ionescu</td>
<td>Advances in Knowledge Discovery in Databases</td>
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<td>Rotaru Simona</td>
<td>The Remodelling Business Process - Essential Requirement for</td>
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<td>Bardaș Petru</td>
<td>Implementing An ERP System</td>
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<td>Trană Dan</td>
<td>Remarks upon the Informational and Data Processing System of</td>
<td>Romania</td>
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### Accounting

**Chairperson:** Mihaela GALICEANU  
**25 Oct – 11th – Room 203**

<table>
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<td>1</td>
<td>Antonescu Mihai Antonescu Ligia</td>
<td>Financial-Accounting Settlements Applying in 2008</td>
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<td>Baban Cristina - Lucia</td>
<td>The Opening of Accounting to the Present Value in the Context of</td>
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<td>Risks and Incertitude in Accounting</td>
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<td>Bardaș Petru</td>
<td>The Bookkeeping of Results and of Global Productivity for the</td>
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<td>Administration of Companies using Informatic Program</td>
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<td>Cocoșilă Mihaela</td>
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<td>Bogdan Anca Mădălina</td>
<td>Company’s Performance Versus Creative Accounting</td>
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<td>Bogdănoiu Cristiana</td>
<td>The Necessity of Informational – Accounting System Implementation</td>
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<td>Regarding the Consolidated Accounts</td>
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<td>Braga Viorina</td>
<td>The Decisions Based on the Financial Statements – Decisions Regards</td>
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<td>Simionescu Silvia</td>
<td>The Role of Expenditure and Income in Determining the Performance of</td>
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<tr>
<td>9</td>
<td>Stânculescu Mircea Boldea</td>
<td>Comptes de Patrimoine et Soutenabilité des Finances Publiques: un</td>
<td>Romania</td>
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<td></td>
<td>Bogdan Ion</td>
<td>Cadre D’analyse</td>
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<td>Dută Oana Andreea</td>
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<td>Zărnescu Odi Mihaela</td>
<td>The Informational Value of the Profit and Loss Account</td>
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### Schedule

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<td>14:00</td>
<td>Lunch Break</td>
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<tr>
<td>15:30</td>
<td>Awards</td>
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<tr>
<td>16:30</td>
<td>Social Activities</td>
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<tr>
<td>20:30</td>
<td>Gala Diner</td>
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</table>
The 3rd International Conference on
“Further Challenges for a Competitive Management”

Preliminary Program

23 October 2009

11.00 – Students Tracks – Room L14

Financial Administration

Scientific Coordinators: PhD Petru BARDAȘ & PhD Mihaela GALICEANU

- Setting up and organizing a business. Acquisition of a business
  Master’s degree Student: Rosu Viorel, Iovită (Ionișor) Alina
- Economic efficiency versus the company's financial position
  Master’s degree Student: Vătui Alina Olga
- The company's development strategy reflected in business plan
  Master’s degree Student: Fuior Bogdan Petrișor
- The firm’s financial position and profitability - a case study
  Master’s degree Student: Pătra Margareta, Nezbeda Laura Karina
- Diagnosing managerial viability of public internal audit section
  Master’s degree Student: Ciobanu Marius
- The analysis of a company performance. Operational results and steps to be taken to provide an effective business
  Master’s degree Student: Liviu Ungureanu
- Legal and accounting Aspects of insurance and social protection in Romania
  Master’s degree Student: Cismaru (David) Mariana Claudia, Vătăman (Paraschiv) Elena Liliana
- Methods of assessment of a firms’ assets in international accounting
  Master’s degree Student: Scarlat (Văduva) Evdochia Doina

Modern Accounting Politics – Scientific Coordinator PhD. Emil GHIȚĂ

- The circumstances under which Public Internal Auditing appeared and Developed In Romania
  Master’s degree Student: Boaba (Sfefanica) Magdalena
- View points concerning the need to develop control procedures
  Master’s degree Student: Mirita Carmen Costel
- Legal and commercial diagnosis
  Master’s degree Student: Motorga Adriana
- Competence and conscience in carrying out internal audit
  Master’s degree Student: Berceanu Mihai
- Regulatory and organizational framework of internal audit in Romania
  Master’s degree Student: Ilie Raluca
- Viewpoints on providing check-ups, advice and other services in internal audit
  Master’s degree Student: Mănescu Adrian
- Management of internal audit
  Master’s degree Student: Stepan Daniela Nicoleta

13:00 – Coffee Break
(University Hall – Brazda lui Novac Street, no.4, Craiova)

13:00 – Registration of participants
(Casa Universitarilor Hall – Unirii Street, no.79, Craiova)

- Welcome coffee

13:30 – Official opening of the conference
  Mr. Ion Viorel Matei,
  Dean of Faculty of Financial Management Accounting Craiova
  Ms. Laura Ștefănescu,
  Manager of European Research Centre of Managerial Studies in Business Administration

14:00 - 18:00 – Regular session in parallel

Economics & Environment
Chairperson – PhD Cristina BARBU
14:00 -17:00, 23 Oct 2009

1. Mihai Antonescu
   Ligia Antonescu
   Considerations on The Establishment of Pollution Tax
   Mihai.Antonescu.DJ@mail.mfinante.gv.ro
   Romania

2. Cristina Barbu
   Does the Economic Crises Affect Oltenia’s Environment?
   cristina_barbu2000@yahoo.co.uk
   Romania

3. Simion Ciună
   Agricultural Policy of the Agricultural Union and Modernization of the
   Romanian Agriculture
   ciunasimion@yahoo.com
   Romania

4. Simion Ciună
   The Transition from Conventional to Ecological Agriculture – The Need of the
   Close Future
   ciunasimion@yahoo.com
   Romania

5. Steliana Cojocariu
   Study Regarding Problems Identification During the Environmental Processes
   within Hotel Services SMEs from Romania steliana_cojocariu@yahoo.com
   Romania

6. Andreea Marin-Pantelescu
   Gabriela Tigu
   Features of the Travel and Tourism Industry which May Affect Pricing
   marindeea@yahoo.com, gabrielatigu@yahoo.com
   Romania
Economics
Chairperson – PhD Mădălina CONSTANTINESCU
1400 -1700, 23 Oct 2009

7. Elena Bică
Lenuta Nuţu
Factors of Risk And Incertitude at Micro and Macroeconomics Level
Romania

8. Alina Creţu, Irina Băjan
Elena Peptan
Education, Social Capital And Sustainable Development
Romania

9. Dragoş Ilie
Macroeconomic Level
Romania

10. Jacques Lundja
Elite and Poverty
France

11. Shiba Prasad Parhi
A Study on Factors and Process of Forgetting or Unlearning the Past Defects to
Adopt New Values to Fight Economic Crisis
India

12. Dragoş Mihai Ipate
Angela Rogojanu
Romania

13. Liana Badea
Claudia Elena Paicu
Economy, Corporate Culture and Corporate Social Responsibility
Romania

14. Daliana Tascovici
Robert Dragomir
Aspects and Perspectives on the Educators’ Forming in the Present Romanian
System of Education
Romania

15. Daliana Tascovici
Robert Dragomir
Subjective Versus Objective in Modern Assessing
Romania

16. Laura Ungureanu
Ion Viorel Matei
Monetary Policy and Inflation Dynamics
Romania

Information Communication Technology
Chairperson – PhD Simona ROTARU
1400 -1700, 23 Oct 2009

17. Adina Bălan
Adina Bălan
The Knowledge Management – Necessity for the Modernization of the
Organizations
Romania

18. Radu Bucea-Manea-Tonis
Liviu Ciora
Security of Data Transmission in Modern Computer Networks
Romania

19. Rocsana Bucea-Manea-Tonis
Radu Bucea-Manea-Tonis
B2B Interaction through Web Semantic Instruments
Romania

20. Liviu Buligiu
Assurance
Romania

21. Simona Rotaru
Petru Barăş
The Involvement of Information Technology in the Optimal Functioning of
Electric Drive Systems
Romania

22. Sorin Dîncă
Sorin Dîncă
Implementation of Intelligent Agents in E-Learning
Romania

23. Eliza Isbăşoiu
Simona Rotaru
Informatics Applications using Distributed Informatics Systems
Romania

24. Petru Barăş
Mirela Ghiţă
Aspects Regarding the Ways to Implement EJB Technology
Romania

25. Andy Stefanescu
Adriana Călinoiu
Emergence of Payment Systems in The Age of Electronic Commerce: The
State Of Art
India

26. Singh Sumanjeet
India
**Business Administration**

**Chairperson** – PhD Petru BARDAȘ

**Chairperson** – PhD Petru BARDAȘ, Simona Rotaru

14<sup>th</sup> - 17<sup>th</sup> Oct, 2009

27. Floarea Georgescu
   Mihaela Galiceanu
   Mihaela Cocoșiă
   Mirela Ghiță
   **The Estimation of Financial Solvency under Uncertain Conditions Using Fuzzy Multitude Theory**
   simona_rotaru_ro@yahoo.com

28. Floarea Georgescu
   Petru Bardaș, Simona Rotaru
   **The Approach of the Treasury Structures Through Cash and Cash Equivalents**
   georgescuflo@yahoo.com

29. Floarea Georgescu
   Mehmet Baha Karan
   Özgür Arslan, Murat Alatlı
   **Detection of Factors Leading to Business Failure for Gasoline Distribution**
   mbkaran@hacettepe.edu.tr

30. Simona Manea
   **MARKETING CARACTERISQUES OF THE POSTAL AND TELECOMUNICATION SERVICES**
   simonamanea98@yahoo.com

31. Paula Mitran
    Mihaela Bebeșelea
    Laura Stefanescu
   **Analyse Diagnosis and Performance of Medium Sized Enterprises**
   mitran_paula_cornelia@yahoo.com, mihaelabebeselea@yahoo.com

32. Mihaela Galiceanu
    Camelia Firică
    **Between Optimism And Pessimism in the Matter of Insurance Market Crisis**
    lacra_mih@yahoo.com

33. Mădălina Constantinescu
    Laura Ungureanu
    **Economic Justification of an E-Business Project**
    laura.stefanescu@spiruharet.ro

**Management**

**Chairperson:** PhD Emil GHÎȚĂ

14<sup>th</sup> - 17<sup>th</sup> Oct, 2009

34. Marin Chivu
    Ramona Maria Chivu
    **The Dimensions Of Modern Management**
    ionitaramona@yahoo.com

35. Mihaela Galiceanu
    Camelia Firică
    **Between Optimism And Pessimism in the Matter of Insurance Market Crisis**
    lacra_mih@yahoo.com

36. Emil Ghiță
    **New Trends In Risk Assessment Activity**
    ghitaemil@yahoo.com

37. Stefania Ilincă
    Alexandra Ilincă
    **Discharge Management - A Literature Review**
    alalincă@yahoo.com

38. Dragoș Mihai Ipată
    Iuliana Pârvu
    **Modelling – The Basis Method for Optimization Managerial Activities**
    dragos.ipate@spiruharet.ro, iulia_parvu2000@yahoo.com

39. Claudia Nicolau
    **The Methods of Professional Development of Human Resources in the Educational Services – Formal versus Non-formal Methods**
    clau_n2004@yahoo.com

40. Constantin Popescu
    **Being Proactive Versus Reactive in the Competitive Management**
    popescu.costica@gmail.com, claudiapaicu@yahoo.com

41. Alexandru Tașnadi
    Claudia Paicu, Liana Badea
    **Concerning The Date of Realizing the Work Ensembles in a Project**
    nicolaeradescu@yahoo.com

42. Mihaela Turof
    **The Quality Management System - Achieving and Maintaining Conditions on the Quality of Supply**
    mihaela_turof@yahoo.com

43. Loredana Văcărescu Hobeanu
    Mihaela Cocoșiă
    **The Performance Management – The Component of the Strategically Management of the Human Resources**
    loredana.hobeanu@yahoo.com, cocosila_mihaela@yahoo.com
Finance 1

Chairperson – PhD Ion Viorel MATEI
1400 - 1700, 23 Oct 2009

Georgeta Achimescu

44. Cristina - Alina Verișan
   The International Financial Market
   cristina.verisan@spiruharet.ro   achimescugeorgeta@yahoo.com
   Romania

45. Claudiu Tiberiu Albulescu
   Risk Management of Financial Conglomerates at the European Union’s Level
   ciauliu@yahoo.com
   Romania

46. Anna Giunta
   Firm’s Financing and Industrial Structure in the Less Developed Regions of The South Italy
   domenico.sarno@unina2.it
   Italy

47. Laura Giurca Vasilescu
   Global FDI Flows under the Pressure of Financial Crisis
   laura_giurca_vasilescu@yahoo.com, anapopa2005@yahoo.com
   Romania

48. Simona Manea
   The Role of Financial Diagnosis in the Medium Sized Companies
   simonamanea98@yahoo.com
   Romania

49. Piotr Misztal
   Exchange Rate Changes and Price Dynamics in the Triad Countries
   misztal@msg.radom.pl
   Poland

50. Mircea Stânculescu
   Soutenabilité des Finances Publiques De L’état
   mirceastanculescu95@yahoo.com
   Romania

Finance 2

Chairperson – PhD Dragoș ILIE
1400 - 1700, 23 Oct 2009

51. Mihai Antonescu
   The Establishment of Residence on The Basis of OCDE Commentaries from 2008
   mihai.antonescu.dj@mail.mfinante.gv.ro
   Romania

52. Özgür Arslan
   Credit Risks and Internationalizations of SMEs
   mbkaran@hacettepe.edu.tr, arslan@hacettepe.edu.tr
   Turkey

53. Mehmet Baha Karan
   Financial Performance Between Accounting And Taxation
   erikkaro79@yahoo.com, ionitaramona@yahoo.com
   Romania

54. Adelina Blăjanu
   The Role of Risk Management in an Organization
   ionitaramona@yahoo.com
   Romania

55. Maria Ramona Chivu
   General Rules of Tax Evasion
   iulian_hurloiu@yahoo.com, hiaera@yahoo.com
   Romania

56. Maxim Chivu
   The System of Taxation, Rights, Obligations and Responsibilities of the Employer Tax, in the Spirit of Current European Legislation
   ghe.mihail@gmail.com
   Romania

57. Ion Iulian Hurloiu
   Financial Institutions of The European Union
   hiviradescu@yahoo.com
   Moldavia

58. Adina Trandafir
    Impact of Fiscal Competition on The Economies of EU Countries in the Context of Globalization
    atrandafir04@yahoo.com, lurmitura.ristea@consutingr.ro
    Romania

International Relations

Chairperson – PhD Ion POPESCU
1400 - 1700, 23 Oct 2009

59. Gheorghe Moisescu
   New Perspectives and Orientations in the International Economic Relations
   gmoisescu@yahoo.com
   Romania

60. Ioana Adriana Murariu
    Transnational Corporations – The Main Factor of the Globalization Process
    ioana.murariu@yahoo.com
    Romania

61. Octavian Dan Rădescu
    Eliminating Anti-Competitive Practices in the European Union
    taviradescu@yahoo.com, nicolaeradescu@yahoo.com
    Moldavia

62. Octavian Dan Rădescu
    The Main Trade Blocs Established in XXth Century
    taviradescu@yahoo.com
    Moldavia

63. Loredana Văcărescu
    Reorientation of the Romanian Commercial Flows, after 2007
    loredana.hobeau@yahoo.com
    Romania
Accounting

Chairperson: PhD Mihaela GALICEANU
14:00 - 17:00, 23 Oct 2009

64. Anca Mădălina Bogdan: Insolvency in the Context of the World Financial Crisis am2bogdan@yahoo.com - Romania

65. Cristiana Bogdănoiu: The Role of Informational System of Costs Calculation in Decisional Process of Food Industry Enterprises cristiana.bogdanoiu@yahoo.com - Romania

66. Claudia Nicoleta Borşan: Accounting Information - Power Instrument for Advanced Management in Knowledge Based Organizations borsanclaudia@yahoo.com - Romania

67. Ionica Holban (Oncioiu) & Florin Razvan Oncioiu: Reflecting on the Fair Value under IFRS for SMEs: Challenges and Perspectives nelly_oncioiu@yahoo.com, oncioiu_florin@yahoo.com - Romania

68. Silvia Simionescu: Delineation and Analysis of Performance versus Competitive Enterprise silviasimionescu@yahoo.com - Romania

69. Silvia Simionescu: Harmonized Accounting Approaches with European Directives and IFRS Regarding Expenditures and Incomes Evaluation silviasimionescu@yahoo.com - Romania

Business Communication

Chairperson: PhD Camelia FIRICĂ
14:00 - 17:00, 23 Oct 2009

70. Elena Bică & Manuel Cristian Firică: Nonverbal Communication - Component of Teaching Communication ebica62@yahoo.com, cristian.firica@spiruharet.ro - Romania

71. Camelia Boarcaş: Some Aspects of The Language of Economics – An Analysis of the Economic Discourse lady.camelia@yahoo.com - Romania

72. Gabriela Dascălu: Le Systeme de Communication et D’information rucsciv@yahoo.com - Romania

73. Alina Creţu, Irina Băjan, Elena Peptan & Gabriela Dascălu: Lifelong Learning b13bbc@yahoo.com, elenamoxa@yahoo.com - Romania

74. Camelia Firică & Manuel Cristian Firică: Mind Nonverbal Communication in Advertising cameliafirica56@gmail.com, cristian.firica@spiruharet.ro - Romania

75. Jean Firică: Sport Brand - Means of Identification and Communication jeanjfirica@yahoo.com - Romania

76. Oniţa Neacşu: Communication Conflict within A Company pana_neacsu@yahoo.com - Romania

77. Mihaela Geanina Popescu: Dialogisme Interlocutif dans le Discours Commercial mihaelag_popescu@yahoo.com - Romania

Law & Economics

Chairperson: PhD Anca Mădălina BOGDAN
14:00 - 17:00, 23 Oct 2009

78. Adriana Elena Belu & Denisa Loredana Bică: Manager’s Role in Preventing or Ending a Labour Strike den82lore@yahoo.com, adyelenabelu@yahoo.com - Romania

79. Adriana Bică: The Conflict – Tensioned Status of the Relation between Organization and Personnel den82lore@yahoo.com, adyelenabelu@yahoo.com - Romania

80. Alexandra Elena Ilinca: Voluntary Instruments of Environmental Law – EMAS (Environmental Management and Audit Scheme) alalinca@yahoo.com - Romania

81. Claudia Nicolau & Andreea Diana Papa: The Christian Morality and The Corruption in the Economy Based on the Just State clau_n2004@yahoo.com - Romania

82. Alexandra Elena Ilinca & Andreea Diana Papa: The Illegality and Unconstitutionality Exceptions - Common and Specific Features andreeadi2002@yahoo.com, alalinca@yahoo.com - Romania

83. Cezar Tită, Dana Tită: Law – Social Phenomenon decanat_dvl@spiruharet.ro Romania

18:00 – Gala Dinner

24 October 2009

10:30 – 11:00 – Awards
11:00 – Social Activities