



Risk in Contemporary Economy

XX-th International Conference



Galati - Romania, 2019

Risk in Contemporary Economy

Galati, Romania
June 6th - 7th
2019



Dunarea de Jos University of Galati, Romania
Faculty of Economics and Business Administration



Index

Greetings

Presentation

Schedule

Participating
Countries

Program

The background of the slide features a light blue gradient with several overlapping, wavy, ribbon-like shapes in various shades of blue, creating a sense of movement and depth. The lines are smooth and fluid, flowing across the frame.

Risk in Contemporary Economy

Greetings
from the authorities

Iulian Gabriel BIRSAN

Rector of the Dunărea de Jos University of Galati, Romania



Since 1974, “Dunărea de Jos” University of Galati has been actively involved in teaching and research activities in all areas of science, being one of the most appreciated Romanian higher education institutions. In the context of knowledge society, the universities should effectively collaborate with both private companies and public institutions to encourage networking activities, innovative processes and knowledge transfer.

Alongside the objective of creating a more educated society, from social perspective, as well as an advanced one, from technological perspective, the role of “Dunărea de Jos” University of Galati is to facilitate the integration of its graduates on labour market and to create conditions for improving the quality of life.

“Dunărea de Jos” University of Galati is proud to host the International Conference “Risk in Contemporary Economy – RCE 2019”, which provides many opportunities to exchange valuable ideas, bringing together researchers from 9 countries (Romania, USA, France, Italy, Republic of Moldova, Turkey, Senegal, Albania).

I express my warmest wishes to all the participants at this scientific event and I wish to all of you an enjoyable stay within our academic community.
Welcome to “Dunărea de Jos” University of Galati.

Adrian MICU

Dean of the Faculty of Economics and Business Administration Dunărea de Jos University of Galati, Romania



The International Conference "Risk in Contemporary Economy – RCE 2019" offers us the chance to debate and share a diverse range of perspectives from the part of researchers from 8 countries, providing pertinent solutions to risks and other economical issues that our contemporary economy confronts with.

The risk management is becoming increasingly important in today's business practice. The development of IT&C infrastructures and solutions within knowledge economy has led to finding innovative solutions for mitigating the risks related to business processes.

The Faculty of Economics and Business Administration from Galati considers the International Conference "Risk in Contemporary Economy" one of the most important pillars associated to its internationalization strategy, which is focused on valorising the advantages of future collaborations with worldwide business schools – members of EFMD (European Foundation of Management Development - www.efmd.org).

The Faculty of Economics and Business Administration from Galati is aware of the importance of collaborations with all its stakeholders, assuming an important role in the development of the local and regional business community. The permanently updated educational offer, the results of research activities, as well as the outstanding results of its students at Olympiads, practice enterprise trade fairs and entrepreneurial pitch competitions, are placing our faculty among the top Romanian business schools.

The approach of a wide range of research topics within this edition of International Conference "Risk in Contemporary Economy" emphasizes the high interest of participants to the challenges of nowadays economy.

Welcome to the Faculty of Economics and Business Administration from "Dunărea de Jos" University of Galati.

Nicoleta CRISTACHE

Vice-Dean for Research of the Faculty of Economics and Business Administration, “Dunărea de Jos” University of Galati, Romania



Each year, the International Conference “Risk in Contemporary Economy”, proudly hosted by the Faculty of Economics and Business Administration from “Dunărea de Jos” University of Galati, Romania, offers challenging discussions on diverse research topics, with a particular focus on risk management. Reaching this year the XX-th edition, our international conference proves maturity, respect for researchers work and the joy to meet dedicated researchers from different universities.

It's our responsibility, as representatives of academic environment, to keep the tradition of scientific events, to keep alive the memory of economic thinking personalities and to promote the new paradigms and models of economic development.

On behalf of Organizing Committee, I highly appreciate the efforts of participants to attend this event, but also the support of our students, who offer us many reasons to do our job with passion.

Risk in Contemporary Economy

Presentation



The International Conference Risk in Contemporary Economy invites researchers, practitioners and academics to present their research findings, work in progress, case studies and conceptual advances in any branch of the above fields. The conference brings together varied groups of people with different perspectives, experiences and knowledge in one location. It aims to help practitioners find ways of putting research into practice and researchers to gain an understanding of real-world problems, needs and aspirations.

The International Conference Risk in Contemporary Economy has reached at the XXth edition in 2019, occasion which specialists from the country and abroad shared their latest researches, studies and solutions in the economic field, permanently marked by risk and uncertainty.

Starting with the XIIIth edition (2011), the conference proceedings (print ISSN 2067-0532, online ISSN 2344-5386) is indexed in RePEc, DOAJ EconPapers, OAJSE, OALib.

The conference proceedings is published by the scientific authority of the Research Centre "Development Strategies for Competitive Economic Systems" (www.stratec.ugal.ro).

Risk in Contemporary Economy Scientific Committee

Gheorghe ZAMAN, correspondent member of Romanian Academy, Bucharest, Romania

Michael STOICA, Professor PhD, Washburn University, Kansas, USA

Christos FIDAS, Professor PhD., University of Patras, Greece

Khin Mi AUNG, Resercher PhD., Agency for Science, Technology and Research, Singapore

Robert J. BONSELLA, Professor PhD, Washburn University, Kansas, USA

Valentin COJANU, Professor PhD., Academy of Economic Studies, Bucharest, Romania

Zetian FU, Professor PhD., China Agricultural University, Beijing, China

Ediit LUKACS, Associate Professor PhD., Dunărea de Jos University, Galați, Romania

Valentina VASILE, Professor PhD., National Economical Institut of Roumanian Academy

GMK Madnani, Professor Emeritus and Academic Adviser, Pacific Institute of Management, Udaipur, India

Ion POPA, Professor PhD, Academy of Economic Studies, Bucharest, Romania

Daniela ȘARPE, Professor PhD., Dunărea de Jos University, Galați, Romania

Marian NASTASE, Professor PhD, Academy of Economic Studies, Bucharest, Romania

Vasile MAZILESCU, Associate Professor, PhD., Dunărea de Jos University, Galați, Romania

Monica SUSANU, Associate Professor PhD, Dunărea de Jos University, Galați, Romania

Gabriel BRATUCU, Professor PhD., Transilvania University, Brasov, Romania

Ionel Eduard IONESCU, Professor, PhD., Spiru Haret University, Bucuresti, Romania

Nicoleta CRISTACHE, Professor PhD., Dunărea de Jos University, Galați, Romania

Deniz DIRIK, Research Assistant, PhD., Celal Bayar University, Manisa, Turkey

Alexandru CAPATINA, Professor PhD., Dunărea de Jos University, Galați, Romania

Xiaoshuan ZHANG, Associate Professor PhD., China Agricultural University, Beijing, China

Bogdan ANDRONIC, Professor, PhD., Petre Andrei University, Iași, Romania

Constanta POPESCU, Professor PhD, Valahia University, Targoviste, Romania

Adrian MICU, Professor, PhD., Dunărea de Jos University, Galați, Romania

Maria Madela ABRUDAN, Associate Professor, PhD., University of Oradea, Romania

Ion SMEUREANU, Professor PhD., Academy of Economic Studies, Bucharest, Romania

Dragos Sebastian CRISTEA, Associate Professor PhD., Dunărea de Jos University, Galați, Romania

Deniz ZUNGUN, Associate Professor, PhD, Celal Bayar University, Manisa, Turkey

Angela-Eliza MICU, Associate Professor, PhD, Ovidius University of Constanta, Romania

Alexandrina DEACONU, Professor PhD, Academy of Economic Studies, Bucharest, Romania

Mihaela NECULITA, Professor PhD., Dunărea de Jos University, Galați, Romania

Gheorghe EPURAN, Professor PhD, Transilvania University, Brasov, Romania

Rozalia Manuela GABOR, Associate Professor, PhD, Petru Maior University of Targu Mures, Romania

Nikolaos TSELIOS, Professor PhD., University of Patras, Greece

Liliana Mihaela MOGA, Professor PhD., Dunărea de Jos University, Galați, Romania

Włodzimierz SROKA, Associate Professor, PhD., Academy of Business, Dąbrowa Górnicza, Poland

Emese TOKARCIKOVA, Associate Professor, PhD., University of ZILINA, Slovakia

Risk in Contemporary Economy

Organizing Committee

Nicoleta CRISTACHE, Professor, PhD, chairman, "Dunarea de Jos" University of Galati, Romania

Adrian MICU, Professor, PhD Hab., "Dunarea de Jos" University of Galati, Romania

Alexandru CAPATINA, Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Irina SUSANU, Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Daniela Ancuta SARPE, Professor, PhD, chairman, "Dunarea de Jos" University of Galati, Romania

Vasile MAZILESCU, Associate Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Mihaela-Carmen MUNTEAN, Associate Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Florina Oana VIRLANUTA, Associate Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Mihaela NECULITA, Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Viorica IOAN, Associate Professor, PhD, "Dunarea de Jos" University of Galati, Romania

Rodica TOMA, Economist, "Dunarea de Jos" University of Galati, Romania

Risk in Contemporary Economy Schedule

June 6th 2019

- 9,00 – 9,30 Reception of guests in Aula „Virgil Madgearu”, Faculty of Economics and Business Administration, 59-61 Nicolae Bălcescu Street
- 9,30 – 10,30 Opening Ceremony of the International Conference Risk in Contemporary Economy – 20th Edition
Welcome speech from the Dean of Faculty of Economics and Business Administration - Professor Adrian Micu
Message from the Rector of "Dunărea de Jos" University of Galați - Professor Iulian Gabriel Bîrsan
Message from the President of Association of Economics Faculties from Romania (AFER), Professor Nicolae Istudor, Rector - Bucharest University of Economic Studies
Faculty of Economics and Business Administration Awards Gala – „20 years of supporting economic research”
- 10,30 – 11,00 Coffee break – open office of Faculty of Economics and Business Administration
- 11,00 – 13,00 Ceremony of awarding the title **Doctor Honoris Causa** to Distinguished Professor, Academician, Habilitated Doctor Grigore Belostecinic, Academy of Economic Studies from Moldavia
The President of the commission awarding the title of Doctor Honoris Causa
Professor Puiu Lucian Georgescu, President of Senate - „Dunărea de Jos” University of Galați
Members of the commission awarding the title of Doctor Honoris Causa
Professor Gabriel Iulian Bîrsan, Rector - „Dunărea de Jos” University of Galați
Professor Adrian Micu, Dean - Faculty of Economics and Business Administration
Professor Nicolae Istudor, Rector - Bucharest University of Economic Studies
Professor Marius Profiroiu, Vice-Rector - Bucharest University of Economic Studies
- 14,30 – 16,00 Keynote Speakers – presentations in Aula „Virgil Madgearu”:
Professor Alin Gavreliuc – West University from Timișoara
Professor Razvan Zaharia – Bucharest University of Economic Studies
Professor Andrei Nestian – „Alexandru Ioan Cuza” University of Iasi
- 16,00 – 20,00 Papers on parallel sessions
Conference rooms from Faculty of Economics and Business Administration, 59-61 Nicolae Bălcescu Street, Building I

June 7th 2019

- 9,30 – 11,30 Round table with the topic „The Impact of Using Emerging Technologies in Online Social Networks Management”



Participating Countries RCE 2019

France

USA

Moldova

Italy

Senegal

Turkey

Australia

Albania

Participating Counties RCE 2019

Bucuresti
Timis - Timisoara
Dambovita - Targoviste
Gorj - Targu-Jiu
Olt - Craiova
Galati
Brasov
Constanta
Prahova - Ploiesti
Hunedoara - Petrosani
Braila
Arges - Pitesti
Iasi
Cluj - Cluj Napoca
Arad



Risk in Contemporary Economy Program

Keynote Speakers

Risk, Trust and Behavioral Economics - the Romanian Case

Alin Gavreliuc
West University of Timisoara, Romania

The Managerial Paradox of Perverse Incentives in the Performance of Organizations

Andrei Stefan Nestian
Alexandru Ioan Cuza University of Iasi, Romania

Challenges in Marketing Higher Education in the Global and Regional Context

Razvan Zaharia
Bucharest University of Economic Studies, Romania



Risk
in Contemporary Economy

Program

SECTION APPLIED ECONOMICS
AND BUSINESS ADMINISTRATION

SECTION APPLIED ECONOMICS AND BUSINESS ADMINISTRATION

- ROOM 114 -

Chairmans

Professor Daniela Sarpe, PhD

Professor Mihaela Neculita, PhD

Neo-Weberian State - a Possible Life-Belt for Low-Developed Countries of Continental Europe
Fetescu Cezara
State Agrarian University of Moldova

Multiple Sectoral Benefits Within the EU Countries' Economy by the Energy Efficiency Improvements
Lucretia Mariana Constantinescu
Cristina Stefan
Anisoara Duica
Felicia Dumitru
Valahia University of Targoviste, Romania

An Analysis of the Role of SME's in the Economic Development
Cristinel Petrisor Constantin
Transilvania University of Brasov, Romania

Assessing the Impact of European Funding on Local Development
Bran Florina
Mihaela Minciu
Razvan Catalin Dobrea
Carmen Valentina Radulescu
Bucharest University of Economic Studies, Romania

Improving Local Resources and Tourism Development in Romania's Rural Area
Ionica Soare
Dunarea de Jos University of Galati, Romania

Two Essential Elements for a Strong and Sustained Industry in the Ecowas
Cyril Manga
University Cheikh Anta Diop, Senegal

Geopolitical Risk and its Impact on Strategic Decision of the Firm
Daniela Sarpe
Mihaela Neculita
Dunarea de Jos University of Galati, Romania

Assessing the Impact of Brexit on European Union
Mihaela Neculita
Daniela Ancuta Sarpe
Dunarea de Jos University of Galati, Romania

Population-Poverty Relationship and Territorial Development
Daniela Nechita
Dunarea de Jos University of Galati, Romania

Education Must Disting off for the Coming Years Academic
Ecaterina Daniela Zeca
Dunarea de Jos University of Galati, Romania

The Effects of Tourism Management on Economic Growth in Developing Countries
Oyku Sayan Ongen
Aylin Ercan Isik
Deniz Zungun
Manisa University, Turkey

SECTION APPLIED ECONOMICS AND BUSINESS ADMINISTRATION

- ROOM I14 -

Chairmans

Professor Daniela Sarpe, PhD

Professor Mihaela Neculita, PhD

Investigating the Causes of the Current Labour Shortage in Romania

Ludmila Daniela Manea

Florina Oana Virlanuta

Mihaela Carmen Muntean

Dunarea de Jos University of Galati, Romania

Cross-border Cooperation and the Impact of Cross-border Financing Programs on the Local Development at the Eastern Borders of Romania

Adrian Buta

Raluca Vasile Rusu

Dunarea de Jos University of Galati, Romania

Comparative Study of Higher Education Systems

Adriana Matei

Dunarea de Jos University of Galati, Romania

Teacher's Profile in the School Organisation

Angela Morlovea

Florentina Ciulei

Valahia University of Targoviste, Romania

Doing Business in Romania. Opportunities or Threats for SMEs?

Silvius Stanciu

Dunarea de Jos University of Galati, Romania

Internationalization - Sustainability Dimension of Higher Education

Adriana – Ioana Filip (Croitoru)

Valahia University of Targoviste, Romania

Monica Ioana Toader

1 Decembrie 1918 University of Alba Iulia, Romania

Mihaela Gabriela Todrican (Rosca)

Valahia University of Targoviste, Romania

Considerations Regarding Bureaucracy in Romanian Public Administration

Stefania Cristina Mirica

Liliana Mihaela Moga

Andreea Elena Matic

Bucur Iulian Dediu

Dunarea de Jos University of Galati, Romania

The Protection of Personal Data through out European Legislation

Andreea Elena Matic

Stefania Cristina Mirica

Liliana Mihaela Moga

Bucur Iulian Dediu

Dunarea de Jos University of Galati, Romania

How the Emergencies State are Positioning in the New Global Economic Order

Valentin Sava

Manuela-Violeta Tureatca

Daniela Ludmila Manea

Dunarea de Jos University of Galati, Romania



Risk
in Contemporary Economy

Program

SECTION CYBERNETICS, STATISTICS
AND ECONOMIC INFORMATICS

SECTION CYBERNETICS, STATISTICS AND ECONOMIC INFORMATICS

- ROOM I24 -

Chairmans

Associate Professor Adrian Lupasc, PhD

Associate Professor Corina Sbughea, PhD

Algorithm of Forecasting the Behavior of the Monopolist in the
Savage Decision Case

Lilian Golban

Academy of Economics Studies of Moldova

E-Readiness of the Republic of Moldova under the Development
of Digital Economy

Sergiu Tutunaru

Ion Covalenco

Academy of Economics Studies of Moldova

Tourism Development Based on Artificial Intelligent Technologies

Vasile Mazilescu

Dunarea de Jos University of Galati, Romania

Dynamic Creation of Visual Components in C# Language

Adrian Lupasc

Dunarea de Jos University of Galati, Romania

Smart Personal Assistant in Tourism

Maria Cristina Enache

Dunarea de Jos University of Galati, Romania

The Benefits of Integrating Computer Technology in Education

Adrian Lupasc

Dunarea de Jos University of Galati, Romania

Digital Interaction on Eco-Label Value Chain

George Bogdan Dragan

Gianifa Bleoju

Dunarea de Jos University of Galati, Romania

The Apple Business "The Lump in the Neck" of the Samsung Business

Gabriela Opait

Dunarea de Jos University of Galati, Romania

Artificial Intelligence and New Business Information Systems

Vasile Mazilescu

Dunarea de Jos University of Galati, Romania

Data Science and Some Instruments

Corina Sbughea

Dunarea de Jos University of Galati, Romania



Risk
in Contemporary Economy

Program

SECTION MANAGEMENT - MARKETING

SECTION MANAGEMENT - MARKETING

- ROOM 116 -

Chairmans

Associate Professor Edit Lukacs, PhD

Associate Professor Sofia David, PhD

Management Theories of Leadership in Pre-University Education

Claudia Veronica Istrate (Achim)

Ruxandra Georgescu

Bulacu Gabriela Daniela

Valahia University of Targoviste, Romania

Globalization and Intercultural Management

Ruxandra Georgescu

Claudia Veronica Istrate (Achim)

Bulacu Gabriela Daniela

Valahia University of Targoviste, Romania

Motivation of Employees in the Public Institutions

Evelyne Ingrid Mitu

Loredana Comanescu

Valahia University of Targoviste, Romania

The Stress Caused by Leaders Within the Modern Organization

Constanta Popescu

Diana-Nicoleta Georgescu

Georgiana-Tatiana Bondac

Valahia University of Targoviste, Romania

Integrating Cloud Technologies in Digital Education and their
Influence on Platform Design

Panait Andrei Alexandru

Dunarea de Jos University of Galati, Romania

The Role of Human Resources Rome in Pre-University Education

Gina Anton

Valahia University of Targoviste, Romania

Motivation, a Determining Factor in Organizational Performance -
Case Study at Alpha Asigurări SA

Bogdan Stefanescu

Diana Elena Stefanescu

Elena Loredana Comanescu

Ioana Antoaneta Ponea (Radu)

Valahia University of Targoviste, Romania

Current State of the Ukrainian Tourist Market: Evaluation and
Prospects for Development

Bulgaru Natalia

Dunarea de Jos University of Galati, Romania

Evolution Trends in Urban Passenger Transit

Mihai Cadinoiu

Dunarea de Jos University of Galati, Romania

Motivating and Maintaining Employees at the Enterprise from the
Perspective of Marketing Human Resources

Rodica Slutu

Academy of Economics Studies of Moldova

SECTION MANAGEMENT - MARKETING

- ROOM 116 -

Chairmans

Associate Professor Edit Lukacs, PhD

Associate Professor Sofia David, PhD

The Qualities of Coaches and Mentors - Defining Elements to Facilitate Performance

Angela Eliza Micu

Ovidius University of Constanta, Romania

Daniel Popa

Dunarea de Jos University of Galati, Romania

Short-Term Versus Long-Term Orientation in the Romanian Culture

Edit Lukacs

Sofia David

Dunarea de Jos University of Galati, Romania

Robert Stefan

Competition Council, Bucharest, Romania

Intercultural Education - Motivating and Growing Factor of the Didactic Act Among Teachers and Pupils

Irina Antoaneta Tanasescu

Valahia University Of Targoviste

Monica Raducanu

Dunarea de Jos University of Galati, Romania

Teacher's Profile in the Context of Changing in the School Organization

Florentina Ciulei (Ionescu)

Angela Morlovea

Valahia University of Targoviste, Romania

Causal Recipes for Cultural Adaptation of Romanian Football Players

Daniel Lovin

Alexandru Capatina

Dunarea de Jos University of Galati, Romania

Denis Bernardeau-Moreau

University of Lille, France

The Management of Volunteers from Patriotic Work to the Volunteering Law No. 78/2014 (Ramnicu Sarat Case Study)

Stegaroiu Ion

Volodea Mateevici

Valahia University of Targoviste, Romania

Neculae Marius Gabriel

History University of Bucharest, Romania

Analysis of the Social Identity Points of the Romanian Entrepreneurs

Nicoleta Cristache

Carmen Maffei

Adriana Pustianu

Dunarea de Jos University of Galati, Romania

Ciprian Matis

Babes-Bolyai University, Cluj Napoca, Romania

SECTION MANAGEMENT - MARKETING

- ROOM 116 -

Chairmans

Associate Professor Edit Lukacs, PhD

Associate Professor Sofia David, PhD

A Model for Analyzing the Efficiency of SEO and Ad Words Campaigns in the Romanian and American Online Media

Irina Olimpia Susanu

Daniela Damian

Dunarea de Jos University of Galati, Romania

Model of Analysis and Evaluation of the Development Perspectives of the Tourist Market in Ukraine

Irina Olimpia Susanu

Natalia Bulgaru

Nicoleta Cristache

Dunarea de Jos University of Galati, Romania

Marketing Mix Approaches in Educational Services and Public Administration

Geanina Colan

Virgil Madgearu College Galati, Romania

Tincuta Vrabie

Monica Raducan

Dunarea de Jos University of Galati, Romania

Current Management Models and Current Level of Import-Export Operations in Danube River Ports

Turcanu (Marcu) Andra Luciana

Carmen Marilena Gasparotti

Dunarea de Jos University of Galati, Romania

Icomparative Analysis Between Reform Strategies of Ministries of Foreign Affairs

Adriana Matei

Dunarea de Jos University of Galati, Romania

Romanian Tourists Motivations for Luxury Tourism in Global Context

Flavia Dana Oltean

University of Medicine and Pharmacy of Targu Mures, Romania

Elfrida Manoku

University of Tirana, Albania

Manuela Rozalia Gabor

University of Medicine and Pharmacy of Targu Mures, Romania

Millennials' Career Anchor Preferences - Empirical Study Among Students from Different Fields of Study

Sofia David

Edit Lukacs

Dunarea de Jos University of Galati, Romania

Technological and Social Changes in School Management

Maria Cristina Serb (Tanislav)

Valahia University of Targoviste, Romania

Leveraging Social Media Marketing to Enhance the Visibility of Educational Platform

Panait Andrei Alexandru

Dunarea de Jos University of Galati, Romania

SECTION MANAGEMENT - MARKETING

- ROOM 116 -

Chairmans

Associate Professor Edit Lukacs, PhD

Associate Professor Sofia David, PhD

Car Transport Interference into Contemporary Logistics and
Company Marketing Vision

Oleg Pogila

Pavel Topala

Alecu Russo State University, Balti, Republic of Moldova

Lucretia Mariana Constantinescu

Valahia University of Targoviste, Romania

Methods to Diagnose the Organizational Crisis

Tcaci Carolina

Alecu Russo State University, Balti, Republic of Moldova



Risk
in Contemporary Economy

Program

SECTION FINANCE - BANKING - ACCOUNTANCY

SECTION FINANCE - BANKING - ACCOUNTANCY

- ROOM 117 -

Chairmans

Professor Nicoleta Barbuta-Misu, PhD

Associate Professor Iuliana Oana Mihai, PhD

Public Auditors' Professionalization at International Level

Iliodor Tiberiu Plesa

Valahia University of Targoviste, Romania

The Evolution of Financial Consulting Offer in the Northeast

Region of Romania

Vasile Cristia

A.I.Cuza University of Iasi, Romania

Fiscal Planning and its Instruments at the Limitation of Legality

Bianca Cristina Ciocanea

Cosmin Ioan Pitu

Mihaela Paraschiva Luca

Lucian Blaga University of Sibiu, Romania

Remuneration for Work Carried out in Republic of Moldova: Fiscal,

Judicial and Accounting Matters

Sofia Capatina

Trade Co-Operative University of Moldova

The Statement of Cash Flows in the Romanian Accounting

Practice

Manea Marinela

Valahia University of Targoviste, Romania

New Aspects Regarding the Calculation of Amortization of Fixed

Assets in the Republic of Moldova

Djulieta Prodan

Trade Co-Operative University of Moldova

The Economic Dimension of a Decision about Territorial Exchange:

Northern Dobruja for Southern Bessarabia

Razvan Stefanescu

Ramona Dumitriu

Dunarea de Jos University of Galati, Romania

Perceptions and Expectations Regarding the Financial Audit

Activity in the Current Economic and Financial Context

Florentin-Emil Tanasă

Danubius University of Galati, Romania

Alexandru Coracioni

1 Decembrie 1918 University of Alba Iulia, Romania

Risks and Banking Performance Connection, Risk Management

Drivers on the Romanian Banking Sector

Violeta Dragoi

Lucretia Mariana Constantinescu

Larisa Preda

Valahia University of Targoviste, Romania

SECTION FINANCE - BANKING - ACCOUNTANCY

- ROOM 117 -

Chairmans

Professor Nicoleta Barbuta-Misu, PhD
Associate Professor Iuliana Oana Mihai, PhD

A New Cost in Measuring Investment Performance - Cost of Non – Intervention

Andreea Manta

Cristina Dima

Marin Andreica

Bucharest University of Economic Studies, Romania

Methods of Risk Management at the Banking

Violeta Elena Dragoi

Adelina Nicoleta Nicolescu

Valahia University of Targoviste, Romania

Co-Payment (Co-Financing) Patiens Diagnosed with Arterial Hipertension and Dislipidemia

Doina Margaritti

Ovidius University of Constanta, Romania

Determining the Effects of Reputational Risks on the Performance of the Domestic and International Banking System

Ciprian Manea

Dunarea de Jos University of Galati, Romania

Stock Prices Behavior Before and After Friday the 13th

Ramona Dumitriu

Razvan Stefanescu

Dunarea de Jos University of Galati, Romania

Analysis of the Evolution of Foreign Trade and Trade Balance of Romania in the Last 25 Years

Pripoaie Rodica

Danubius University of Galati, Romania

Modelling and Preventing Security Risks for Online Business

Gabriela Gheorghe

Dunarea de Jos University of Galati, Romania

Approaches on the Vulnerability of Romania's Economy in Terms of Budget Deficit and Inflation in a Continuous Form

Monica Laura Zlati

Stefan Cel Mare University, Suceava, Romania

Valentin Marian Antohi

Romeo Victor Ionescu

Dunarea de Jos University of Galati, Romania

The Impact of Global Climate Change and Global Warming on Public Healtha and Welfare Cost from Exposure to Environmental Risks

Rodica Pripoaie

Danubius University of Galati, Romania

The Risk's Transfer through Reinsurance for Non-Life Insurances

Clipici Emilia

University of Pitesti, Romania

SECTION FINANCE - BANKING - ACCOUNTANCY

- ROOM 117 -

Chairmans

Professor Nicoleta Barbuta-Misu, PhD
Associate Professor Iuliana Oana Mihai, PhD

Risks in the Credit Process, Prevention Methods and their Coverage

Ioan Viorica

Fortea Costinela

Dunarea de Jos University of Galati, Romania

Promoting Banking Products and Services

Fortea Costinela

Ioan Viorica

Dunarea de Jos University of Galati, Romania

Analysis of Constructions in the Evaluation Activity

Mihaela Ibinceanu Onica

Gianita Bleoju

Dunarea de Jos University of Galati, Romania

Theoretical and Practical Approaches to Environmental Performance

Teodor Hada

Bogdan Voda University, Cluj Napoca, Romania,

Nicoleta Barbuta-Misu

Dunarea de Jos University of Galati, Romania

Avram Teodora Maria

1 Decembrie 1918 University, Alba Iulia, Romania

Verifying and Monitoring Quality of Property Assessment Activity

Mihaela Ibinceanu Onica

Dunarea de Jos University of Galati, Romania

Financial Performance Analysis of Real Estate Firms in Romania and Portugal

Elena Lomaca

Nicoleta Barbuta-Misu

Dunarea de Jos University of Galati, Romania

The Effect of the 2008 Global Financial Crisis on the Efficiency and Productivity Growth of the U.S. Large Commercial Banks

Seyed Mehdian

University of Michigan Flint, United States

Rasoul Rezvanian

Ithaca College, United States

Ovidiu Stoica

Alexandru Ioan Cuza University of Iasi, Romania

An Econometric Model for Romanian Interbank Interest Rates and their Influence on Bank Rates and Treasury Bond Yields

Giovanni Verga

Nicoleta Valsicovschi

University of Parma, Italy

SECTION FINANCE - BANKING - ACCOUNTANCY

- ROOM I17 -

Chairmans

Professor Nicoleta Barbuta-Misu, PhD
Associate Professor Iuliana Oana Mihai, PhD

The Accounting Treatments Applied to Goodwill in Romania
Florentina Moiescu
Dunarea de Jos University of Galati, Romania

Study Regarding the Perception of Romanian Transfer Pricing
Specialists on Some Aspects of Transfer Pricing and Related Party
Transactions
Iuliana Oana Mihai
Simona (Ivan) Balan
Riana Radu
Dunarea de Jos University of Galati, Romania

Methodological Framework for Investment Projects'
Development (Design and Construction)
Virgil Profeanu
Andreea-Mariana Manta
Bucharest University of Economic Studies, Romania

Transfer Prices - Instrument of Fiscal Planning
Florentina Moiescu
Dunarea de Jos University of Galati, Romania

Current Elements Regarding Risk Management in Insurance
Companies
Ciprian Matis
Babes-Bolyai University, Cluj Napoca, Romania

The Use of Software Applications in Public Audit
Ioana Lazarescu
Dunarea de Jos University of Galati, Romania

Causes, Consequences and Ways of Financing the Budget Deficit
Ramona Mariana Călinică
Dunarea de Jos University of Galati, Romania

Delimitations between Accounting Expertise and Fiscal Expertise
Radu Riana Iren
Oana Daniela Lupoae
Andrei Mirel Florea
Dunarea de Jos University of Galati, Romania

Literature Review of Human Capital Accounting
Victoria Branza
Dunarea de Jos University of Galati, Romania

Analysis of the Dynamics and Structure of Romanian Public Debt in
the Period 2007-2017
Ramona Mariana Călinică
Dunarea de Jos University of Galati, Romania

SECTION FINANCE - BANKING - ACCOUNTANCY

- ROOM 117 -

Chairmans

Professor Nicoleta Barbuta-Misu, PhD

Associate Professor Iuliana Oana Mihai, PhD

Economic - Fiscal Aspects of the Human Resources' Motivation
and Management

Oana Daniela Lupoae

Andrei Mirel Florea

Dunarea de Jos University of Galati, Romania

The Future of Accounting in European Union

Laurentiu Dinica

Iuliana Oana Mihai

Violeta Maria Isai

Dunarea de Jos University of Galati, Romania



Risk
in Contemporary Economy

Program

SECTION SUSTAINABLE DEVELOPMENT
AND CORPORATE SOCIAL RESPONSIBILITY

SECTION SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY

- **ROOM Crystal** -

Chairmans

Professor Irina Olimpia Susanu, PhD

Associate Professor Mihaela-Carmen Muntean, PhD

Quality of Products of the Wine Sector of the Republic of Moldova – A Stimulation Leverage in Promoting the Image and Ensuring the Export on the Partner Country Markets
Romeo Cereteu
Elena Timoffi
State Agrarian University of Moldova

Export and Competitiveness of the Wine Sector Products of the Republic of Moldova in the Conditions of European Economic Integration
Elena Timoffi
Romeo Cereteu
State Agrarian University of Moldova

Business Development in Moldova. Case Study: Agrifood Sector
Mihaela Munteanu (Pila)
Dunarea de Jos University of Galati, Romania

Wine Production In Romania. Protecting Intellectual Property
Bogdan Bratoveanu
Marius Nicula
Dunarea de Jos University of Galati, Romania

Traditional Food Production. Case Study: The South-East Region of Romania
Marius Nicula
Bogdan Bratoveanu
Dunarea de Jos University of Galati, Romania

Fresh Table Grapes. Market Overview in Romania
Silvius Stanciu
Cezar Ionut Bichescu
Dunarea de Jos University of Galati, Romania
Roxana Sârbu
The Bucharest University of Economic Studies

The Influence of Soil on Wheat Seed Production. An economical Analysis
Constanta Bacanu (Serban)
Cristina Stoica (Dinca)
Dunarea de Jos University of Galati, Romania

Climatic Changes. Effects on Hybrid Corn Crops
Cristina Stoica (Dinca)
Constanta Bacanu (Serban)
Dunarea de Jos University of Galati, Romania

SECTION SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY

- ROOM Crystal -

Chairmans

Professor Irina Olimpia Susanu, PhD

Associate Professor Mihaela-Carmen Muntean, PhD

Research on Seed Storage Conditions and Economic Performance of Local Farms
Manuela Iuliana Ion (Dumitriu)
Dunarea de Jos University of Galati, Romania

Fishmarket in Republic of Moldova. Trends and Opportunities for Local Companies
Mihaela Munteanu (Pila)
Mirel Andrei Florea
Dunarea de Jos University of Galati, Romania

Climatic Factors that Influence the Uniformity of Corn Seedlings in Hybrids
Stoica Dinca Cristina
Bacanu Serban Constanta
Dunarea de Jos University of Galati, Romania

Tourism Pressure in the Top Destinations in Romania
Iulian Adrian Sorcaru
Dunarea de Jos University of Galati, Romania

Transition to Circular Economy. Solutions for an Intelligent City
Dragos Horia Buhociu
Florin Marian Buhociu
Ioana Lazarescu
Laura Delia Angheluta
Dunarea de Jos University of Galati, Romania

The Influence of Soil on the Production of Wheat Seeds in Braila Plain
Bacanu Serban Constanta
Stoica Dinca Cristina
Dunarea de Jos University of Galati, Romania

Economical Aspects on Grain Seed Preservation
Manuela Iuliana Ion (Dumitriu)
Dunarea de Jos University of Galati, Romania



Risk
in Contemporary Economy

Program

EMERGING TECHNOLOGIES
FOR ONLINE SOCIAL NETWORKS

SECTION EMERGING TECHNOLOGIES FOR ONLINE SOCIAL NETWORKS

- ROOM 105 -

Chairmans

Professor Adrian Micu, PhD

Professor Alexandru Capatina, PhD

Configurations of Causal Conditions Leading to Geotagged Image and Social Context Recognition in the Case of AI Media Platform

Adrian Micu
Alexandru Capatina
Angela-Eliza Micu
Robert Rusu
Constantin Avram
Dunarea de Jos University of Galati, Romania

A Study on Open-Source Document Management Platforms

Gheorghe Epuran
Radu Lixandriou
Catalin Maican
Transilvania University of Brasov, Romania

Using Augmented Reality Technologies in Tourism: A State of Art

Ioana Bianca Chitu
Gheorghita Dinca
Lavinia Dovleac
Transilvania University of Brasov, Romania

Advantages and Disadvantages of M-Learning

Raluca Stoica
Petre Andrei University of Iasi, Romania

Possibilities of Using Augmented Reality in the Health Field

MadalinaTofan
Gabriel Bratucu
Simona Ivasciuc
Transilvania University of Brasov, Romania

Integrating Augmented Reality in the Social Media Platforms.

The Users Perspective
Alina Simona Tecau
Bianca Tescasiu
Cristinel Petrisor Constantin
Transilvania University of Brasov, Romania

The Importance of Integrating Digital Marketing within the Sales Strategy of Luxury Brands

Alexandra Zaif (Popa)
Alina-Elena Cerchia (Ionascu)
Transilvania University of Brasov, Romania

Study on the Profile of Successful Educational Manager as a Promoter of Change

Mircea Constantin Duica
Ionela Bucaloiu
Valahia University of Targoviste, Romania

SECTION EMERGING TECHNOLOGIES FOR ONLINE SOCIAL NETWORKS

- ROOM 105 -

Chairmans

Professor Adrian Micu, PhD

Professor Alexandru Capatina, PhD

Undifferentiated Business Profit Optimization Models

Stefan Blanuta

Academy of Economics Studies of Moldova

Developing the Organization by Creating and Maintaining
Competitive Advantages in a Ship Design Company

Cristian Stingheru

Carmen Gasparotti

Dunarea de Jos University of Galati, Romania

Deciding Factors in the Vendor Selection Process of an
Ecommerce Solution

Geru Marius

Transilvania University of Brasov, Rmania

Adrian Micu

Dunarea de Jos University of Galati, Romania

A Mobile IoT Platform for Real-Time and Context Aware

Feedback

Pocatilu Paul

Boja Catalin

Bucharest University of Economic Studies, Romania

Social Media Sentiment Analysis for the Romanian Language using
Machine Learning

Liviu Coffas

Bucharest University of Economic Studies, Romania

Usability of Neuromarketing Applications in Online Social Networks
for Business

Mihaela Constantinescu

Laura Rosca

Stefan Claudiu Caescu

Mihai Cristian Orzan

Bucharest University of Economic Studies, Romania

Social Media User Perception Using a Neuromarketing Approach

Mihai Cristian Orzan

Raluca Chivu

Loredana Dinulescu

Bucharest University of Economic Studies, Romania