



*„VASILE ALECSANDRI”
UNIVERSITY OF BACAU
FACULTY OF ECONOMIC SCIENCES &
CENTRE FOR ECONOMIC STUDIES AND RESEARCH*



PROGRAMME
of The International Conference on
“CONTEMPORARY ECONOMY AND
ROMANIAN REALITIES”
- 8th Edition -

BACAU, 20 - 21 november 2014

P R O G R A M M E
of the International Conference on
"CONTEMPORARY ECONOMY AND
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Faculty of Economic Sciences & Centre for Economic Studies and Research
"Vasile Alecsandri" University of Bacau

International Conference on "Contemporary Economy and Romanian Realities", 8th Edition

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PROGRAMME

Thursday, 20 november 2014

- 9,00 – 10,00 – Welcome of Participants (Faculty of Economic Sciences, "Vasile Alecsandri" University of Bacau, Spiru Haret no. 8)
- 10,00 – 11,00 – Opening the conference - in C1 Lecture room
- 11,00 - 11,15 – Coffe break
- 11,15 – 12,45 – Paper sessions
- 13,00 – 14,30 – Lunch break
- 15,00 – 17,00 – Paper sessions
- 19,00 – Gala dinner

Friday, 21 november 2014

- 9,00 – 11,00 – Paper sessions
- 11,00 - 11,15 – Coffe break
- 11,15 – 14,00 – Paper sessions. Closing the conference

Faculty of Economic Sciences & Centre for Economic Studies and Research
"Vasile Alecsandri" University of Bacau

International Conference on "Contemporary Economy and Romanian Realities", 8th Edition

Economics, Statistics and International Affairs

THE EVOLUTION OF EUROPEAN BUSINESS ENVIRONMENT IN THE
LAST FOUR YEARS

Marcela Cornelia Danu

SUSTAINABLE DEVELOPMENT OF CITIES IN ROMANIA

Marcela Cornelia Danu

DISPARITIES OF THE DYNAMICS OF AVERAGE REAL WAGE GAIN IN
TERRITORIAL PROFILE IN 2013 COMPARED TO 1991

Eugenia Harja

REGULATION AND ENFORCEMENT OF COMPETITION POLICY

Liviana Andreea Nimineț

ELEMENTS OF THE NEOCLASSICAL GROWTH THEORY

Florina Popa

GENDER DEMOGRAPHIC DISPARITIES IN BACAU COUNTY

Oana Ancuța Stângaciu

Finance, Accounting, Banks

RECENT ASPECTS REGARDING THE AUDIT REPORT

Daniel Botez

HOW CALCULATE MATERIALITY?

Daniel Botez

AN OVERVIEW OF FISCAL CONSOLIDATION PROCESS IN THE
EUROPEAN UNION

Iulia Andreea Bucur, Mircea Muntean

THE ASSESSMENT OF PATRIMONY ELEMENTS CAUSED BY THE
REORGANISATION OF COMMERCIAL COMPANIES BY MERGING

Mihai Deju

STUDY CASE ON THE PATRIMONY ASSESSMENT IMPLICATIONS AS A
RESULT OF COMMERCIAL COMPANIES' MERGING

Mihai Deju

TOWARDS A DEFINITION OF CONTROLLING

Mihaela Mocanu

ECONOMIC RISK IN TRADING COMPANY VALUATION

Mircea Muntean, Iulia Andreea Bucur

IBRD AND ITS INVOLVEMENT IN MODERNISING AND IMPROVING THE FUNCTIONALITY OF PENSION SYSTEMS

Cristina Roşu

ASPECTS CONCERNING INTERIM FINANCIAL REPORTING IN ROMANIA: STANDARDS AND REGULATIONS

Aristița Rotilă

FIXED MEANS: AN ACCOUNTING CONCEPT OR A FISCAL CONCEPT?

Aristița Rotilă

Management

THE SOCIAL PERFORMANCE OF NON-GOVERNMENTAL ORGANIZATIONS

Nicoleta Ciucescu, Andreea Feraru

RECENT EVOLUTIONS OF THE CAPITAL MARKETS IN ROMANIA

Cătălin Drob

THE ROLE OF THE CREATIVITY IN ENTREPRENEURSHIP

Maria Irina Dromereschi

SPECIFIC MODELS OF REPRESENTING THE INTELLECTUAL CAPITAL

Andreea Feraru, Nicoleta Ciucescu

BUSINESS ETHICS, BETWEEN THE THEORICAL CONCEPTS AND THE ROMANIAN FIRMS PRACTICES

Roxana Mironescu

A SIMPLE MODEL USED IN SOFTWARE QUALITY EVALUATION FOR ECONOMIC APPLICATIONS

Anamaria Şiclovan

PARTICULARITIES OF THE UNFAIR COMPETITIONAL
ENVIRONMENT ON THE ROMANIAN MARKETS

Ovidiu Turcu, Roxana Mironescu

Marketing

MARKETING AND INNOVATION CO-CREATION - A RELATIONSHIP
APPROACH

Rodica Boier

RELATIONAL MECHANISMS IN INNOVATION CO-CREATION

Rodica Boier

ONLINE MEDIA COVERAGE OF THE PROTEST MOVEMENT IN
ROMANIA. ROȘIA MONTANĂ CASE

Cristina Cirtiță-Buzoianu, Corina Daba-Buzoianu

TEENAGERS AND THE USE OF NEW TECHNOLOGIES (ICT) FOR
HEALTH INFORMATION

Alina Duduciuc

BRAND NAMING: SOUND SYMBOLISM, BRAND PREFERENCE AND
BRAND PERFORMANCE

Alina Duduciuc

PARTICULARITIES OF CONSUMER BEHAVIOR IN THE COSMETICS
MARKET

Eugenia Harja, Laura Cătălina Țimirăș

GLOBAL ADVERTISING MARKET – HISTORY OF THE LAST DECADE

Bogdan Nichifor

CREATIVE STRATEGY DEVELOPMENT OF MAILING

Ioana Olariu

A CONCEPTUAL APPROACH ON THE STAGES OF A PRESS
CONFERENCE

Ioana Olariu

VOLUNTARY ACTIVITY IN ROMANIA AND IN THE EUROPEAN UNION
- LEGISLATIVE AND METHODOLOGICAL ASPECTS

Diana Prihoancă

CONSIDERATIONS ON THE CONSUMERS' PERCEIVED RISK

Laura Cătălina Țimiras

MODELLING THE ASSIMILATION AND OPERATIONALIZATION
PROCESSES OF THE CONCEPT OF MARKET ORIENTATION

Luminița Zaiț