

**UNIVERSITY OF THE WEST,
TIMIȘOARA**

**FACULTY OF ECONOMICS AND
BUSINESS ADMINISTRATION**

Str. J.H. Pestalozzi, Nr. 16
300115 Timișoara
Tel: +4-(0)256-592+506

**"JEAN MONNET" EUROPEAN CENTRE OF EXCELLENCE
The School of High
Comparative European Studies (SISEC)**

**UNIVERSITÉ D'AVIGNON ET
DES PAYS DE VAUCLUSE
FRANCE**

74 rue Louis Pasteur, 84029
Avignon cedex 1

tél : +33 (0)4 90 16 25 00
fax : +33 (0)4 90 16 25 10

PROGRAM

The 4th International Conference

ECONOMY AND TRANSFORMATION MANAGEMENT

**TIMISOARA
9 – 10 May 2008**

Organizing Committee

Rector:
Professor Ioan TALPOS, Ph.D

Dean:
Professor Marilen PIRTEA

Deputy deans:
Professor Costinel DOBRE, Ph.D
Assist. Professor Valentin MUNTEANU, Ph.D
Assist. Professor Nicolae BOBITAN, Ph.D

Chancellor:
Assist. Professor Carmen BABAITA, Ph.D

Work Team:
Professor Nicoleta Farcane, Ph.D
Professor Doina Danaiața, Ph.D
Lecturer Claudiu Brandas, Ph.D
Lecturer Ovidiu Megan Ph.D
Lecturer Alina Almasan, Ph.D student
Lecturer Cosmin Enache, Ph.D Student
Assist. Alin Dumitrescu, Ph.D student

Rector:
Professor Emmanuel ETHIS, Ph.D

Dean:
Professor Nathalie Guibert, Ph.D

Cooperation coordinator UAPV - FEAA:
Assist. Professor Francois FULCONIS, Ph.D

Scientific Committee

University of the West, Timisoara

Heads of Departments

Department Members in charge with research

Professor Ioan TALPOS, Ph.D

Professor Marilen PIRTEA, Ph.D

Professor Petru STEFEA, Ph.D

Professor Florin FOLTEAN, Ph.D

Professor Eugen FALNITA, Ph.D

Professor Gheorghe IONESCU, Ph.D

Professor Grigore SILASI, Ph.D

Professor Gheorghe BAILESTEANU, Ph.D

Professor Liliana DONATH, Ph.D

Professor Bogdan DIMA, Ph.D

Assist. Professor Carmen BABAITA, Ph.D

Assist. Professor Valentin MUNTEANU, Ph.D

Assist. Professor Gabriela SIPOS, Ph.D

Assist. Professor Mihai MUTASCU, Ph.D

Lecturer Flavia BARNA, Ph.D

Lecturer Ioana VADASAN, Ph.D

Lecturer Alina ALMASAN, Ph.D Student

Université d'Avignon et des Pays de Vaucluse

Professor Jacques CALVET, Ph.D

Professor Nathalie GUIBERT, Ph.D

Professor Karim MESSEGHEM, Ph.D

Professor Gilles PACHE, Ph.D

Professor Jean-Laurent VIVIANI, Ph.D

Assist. Professor Laurent DUCAU, Ph.D

Assist. Professor Francois FULCONIS, Ph.D

Assist. Professor Jerome JOUBERT, Ph.D

Universités Aix-Marseille 2 & 3

Professor Gilles PACHE, Ph.D

Professor Emmanuelle REYNAUD, Ph.D

Assist. Professor Isabelle BACUS-MONTFORT, Ph.D

Assist. Professor Dominique BONET, Ph.D

Assist. Professor Carole POIREL, Ph.D

Université de Nice – Sophia Antipolis

Professor Jean-Fabrice LEBRATY, Ph.D

Professor Guy SOLLE, Ph.D

Assist. Professor Thierry GARROT, Ph.D

Assist. Professor Ivan PASTORELLI, Ph.D

Assist. Professor Laurence SAGLIETTO, Ph.D

Université de La Rochelle

Assist. Professor Mathieu PAQUEROT, Ph.D

Université de Savoie

Assist. Professor Claude PARAPONARIS, Ph.D

CONFERENCE PROGRAM

Friday, May, 9th 2008

8³⁰ – 9³⁰ **REGISTRATION** – University of the West Timisoara (1st floor)

9³⁰ – 10⁰⁰ **OPENING CEREMONY– “AULA MAGNA” Room**

Speakers:

Professor IOAN TALPOS, Ph.D – *Rector of the University of the West Timisoara*

Assistant Professor FRANCOIS FULCONIS, Ph.D - *Coordinator of the cooperation UAPV - FEAA*

Professor MARILEN PIRTEA, Ph.D – *Dean of the Faculty of Economics and Business Administration*

Messages

10⁰⁰ – 11⁴⁵ PLENARY SESSION – “AULA MAGNA” Room

Key note speakers:

1. **Assistant Lecturer FRANCOIS CASSIERE, Ph.D Student** - *Et si l'eldorado roumain n'avait déjà plus d'avenir ?*
2. **Assistant Professor ION GHIZDEANU, Ph.D** - *Modele d'estimation de l'économie informelle au niveau macroéconomique. Quelques considérations teoretiques et méthodologiques*
3. **Professor LILIANA DONATH, Ph.D** - *Fiscal competition and harmonisation. The impact on foreign direct investments*

11⁴⁵ – 12⁰⁰ Coffee break

12⁰⁰ – 13³⁰ Academic sessions

13³⁰ – 14³⁰ Lunch – University of the West Timisoara (1st floor)

14³⁰ – 16³⁰ Academic sessions

16³⁰ – 16⁴⁵ Coffee break

16⁴⁵ – 19⁰⁰ Academic sessions

20⁰⁰ Gala Dinner – “Continental” Hotel Restaurant

Saturday, May, 10th 2008

9⁰⁰ – 10⁰⁰ Workshop “Romania after One Year from E.U. Integration” – “Dumitru Mareş” Room (J.H. Pestalozzi, no.16)

10¹⁵ - 13⁰⁰ Closing Ceremony

PLENARY SESSION – FRIDAY May 9th, “Aula Magna” Room

Chair: Professor Marilen Pirtea Ph.D

Key note speakers:

1. **Assistant Lecturer FRANCOIS CASSIERE, Ph.D Student** - *Et si l'eldorado roumain n'avait déjà plus d'avenir ?*

IUP management et gestion des entreprises, Clermont Ferrand, France

2. **Assistant Professor ION GHIZDEANU, Ph.D** - *Modele d'estimation de l'économie informelle au niveau macroéconomique.*

Quelques considérations teoretiques et méthodologiques

President of the National Commission for Prognosis, Romanian Academy, Institute for Economic Forecasting

3. **Professor LILIANA DONATH, Ph.D** - *Fiscal competition and harmonisation. The impact on foreign direct investments*

Professor of Faculty of Economics and Business Administration, Financial Department, University of the West Timisoara, Romania

ACADEMIC SESSION 1 – FRIDAY May 9th, room 101***Financial Reporting & Audit******Chairs: Prof. Guy Solle, Ph.D, Prof. Adriana Dutescu, Ph.D, Prof. Dumitru Matis, Ph.D, Prof. Ion Peres, Ph.D******Assistant: Lecturer Alina Almasan, Ph.D Student***

No.	Authors	Title of paper
1.	Peres Ion Popa Adina	A longitudinal research study regarding financial and business reporting
2.	Bota Avram Cristina Bota Avram Florin	A survey regarding the implementation of the internal audit in Romania
3.	Nicolaescu Cristina Pantea Mioara Florina	Accounting and fiscal foreign currency operation influences
4.	Fulop Melinda Timea Muresan Mariana Pop Atanasiu	Audit - evolution of corporate governance
5.	Peres Ion Peres Cristian Domil Aura Emanuela Artene Alin Emanuel	Audit conformable to the annual financial statements of the European Community
6.	Hategan Camelia Daniela	Auditing fair value measurements and disclosures at the credit institutions
7.	Paunica Mihai Dutescu Adriana Ponorica Andreea Gabriela Stanila Georgiana Oana	Background and future for accounting and financial management in public institutions
8.	Grosu Corina Almasan Alina Carmen	Balanced scorecard - tool for performance monitor and improvement
9.	Roman Adrian	Concepts concerning the appreciation of the stock presentation on the balance sheet date in the piscicultural industry
10.	Bogdan Victoria Cristea Stefana Maria	Consistencies and inconsistencies in financial reporting. The case study of Central and Eastern Europe
11.	Muresan Mariana Muller Victor	Consolidation policy: past, present and future approaches to the concept of control
12.	Farcane Nicoleta Popa Adina Megan Ovidiu Caciuc Leonora	Corporate governance and cash flow forecasting

No.	Authors	Title of paper
13.	Stefea Petru Pelin Andrei	Cost analysis and control in an activity based costing environment
14.	Farcane Nicoleta Caciuc Leonora Blidisel Rodica Pop Andra	Enterprise risk management and the forecasting cash-flow
15.	Matis Dumitru Bonaci Carmen Giorgiana	Fair value accounting for financial instruments - conceptual approach and implications
16.	Manolescu Maria Roman Aureliana	Financial reporting - from responsibilities to the quality assurance systems
17.	Avram Marioara	Particularités comptables du passage de la monnaie nationale a la monnaie unique européenne
18.	Nicolaescu Cristina Pantea Mioara Florina	Prudence in accounting
19.	Dumitrana Mihaela Jianu Iulia Popa Adriana Florina	Satisfying the accounting information users - a consequence of the total quality management
20.	Radneantu Nicoleta	The accounting information in knowledge based economy
21.	Ungureanu Alis Camelia Muresan Mariana Leontina	The Balanced Scorecard
22.	Bota Avram Florin	The concept of materiality - its importance in the reflection of true and fair view
23.	Muti Alexandra Ileana Tiron Tudor Adriana Mustata Razvan	The convergence process of European accounting curricula
24.	Cristea Stefana Maria	The European Union at crossroads - analysis of the present stage of the accounting convergence process
25.	Popa Adina Farcane Nicoleta Pop Andra	The future of business reporting in the Romanian context: The extent of voluntary disclosure
26.	Jianu Iulia Popa Adriana Florina Ponoraca Andreea Gabriela	The importance of the income in the performance reporting. Alternatives and options
27.	Megan Ovidiu Farcane Nicoleta Caciuc Leonora Popa Adina Pop Andra	The quality improvement of accounting information for accomplish a better quality decision process
28.	Avram Veronel Avram Costin Daniel	The role of financial auditor in the prevention and the fight against laundering money through the bank system

ACADEMIC SESSION 2 – FRIDAY May 9th, room 102

Global Economy & Regional Development

Chairs: Assist.Prof. Ion Ghizdeanu, Ph.D, Prof. Al. Jivan, Ph.D, Assist.Prof. Laurence Saglietto, Ph.D, Prof. Laura Cismas Ph.D

Assistant: Lecturer Ioana Vadasan, Ph.D

No.	Authors	Title of paper
1.	Siminica Marian	A study regarding the correlation between the profit margin and the rotation of the assets, on sectors of activity
	Circiumaru Daniel	
	Marcu Nicu	
2.	Cailleau Thierry	Allemagne: 18 ans d'union
3.	Horja Ioana Monica	Aspects of economic growth of companies through reorganization and development
4.	Scroccaro Alessandra	Causes, process and effects of the delocalization in the organization space in Romania: the case of the Italian textile Geox group.
5.	Sirghi Nicoleta	Compétitivité et croissance économique dans l'Europe élargie
6.	Duta Alexandrina	Considerations about knowledge – based economy and economic development
7.	Otil Maria Daniela	Disparités régionales concernant le chômage en Roumanie
	Parean Mihai Olimpiu	
	Vadasan Ioana	
8.	Jivan Alexandru	From teaching to the essence of human capital: Romanian faculties in knowledge society
9.	Corduneanu Carmen	Implications économiques et financières du commerce extérieur de la Roumanie en contexte global et régional
	Popovici Adina	
10.	Negulescu Cristian	L'audit social: une paradigme pour les entreprises roumaines
	Schiopoiu Burlea Adriana	
11.	Boissin Jean Pierre	L'intention entrepreneuriale des étudiants roumains. L'illustration de l'université de l'ouest de Timisoara et de l'université A.I.Cuza de Iasi
	Maurin Stephan	
12.	Parean Mihai	La consommation dans le processus de croissance économique en Roumanie
13.	Jivan Alexandru	Main proper Romanian economic thought: links in actual globalization
14.	Albu Lucian Liviu	Modele d'estimation de l'économie informelle au niveau macroéconomique. Quelques considérations teoretiques et méthodologiques
	Ghizdeanu Ion	
	Iordan Marioara	
15.	Cismas Laura	Nowadays aspects regarding migration in the context of sustainable development
	Muti Florentina	
16.	Nicolae Balan Mariana	Romanian railway system as part of the Enlarged Europe
	Balan Gheorghe Stelian	

No.	Authors	Title of paper
17.	Varlan Gheorghe	Romania's regional development in the economical reform process
	Burtica Marin	
	Golet Ionut	
	Varlan Adrian	
18.	Nanu Roxana	Structural funds and regional development in Romania
	Buziernescu Radu	
	Iacobescu Alina	
19.	Dogaru Vasile	Suggestions pour une théorie unitaire de commerce extérieur
20.	Ispas Roxana	The budget of the European Union for 2006 and its perspective for 2007-2013
21.	Ivanovici Mina	The creative economy in Romania
	Mandruleanu Anca	
22.	Nen Madlena	The efficiency of community programmes on the training of highly qualified human resources
	Popescu Dan	
	Manolescu Aurel	
	Chivu Iulia	
23.	Szathmary Miclea Camelia	The enterprise risk warning function
24.	Ienciu Alin Ionel	The firm-level relationship between environmental performance and economic performance
	Matis Dumitru	
25.	Stefanescu Razvan	The impact of the labour market evolutions on the students' attitude towards the education
	Dumitriu Ramona	
26.	Ciurila Nicoleta	The influence of research, development and innovation policies on the speed of economic convergence
	Bojesteanu Elena	
27.	Antoniou Eliza	The occupied population in agricultural areas: evolution and perspectives
	Isac Nicoleta	
28.	Sacui Violeta	The value of waiting option
29.	Bratianu Constantin	Universities as knowledge intensive organizations
	Mandruleanu Anca Maria	
30.	Sala Diana	Vertical integration, an opportunity in Romanian agrifood system

ACADEMIC SESSION 3 – FRIDAY May 9th, room 103
Financial Management & Banking Systems & Taxes

Chairs: Prof. Ioan Talpos, Ph.D, Prof. Nadine Tournois, Ph.D, Prof. Mohamad Jezzini, Ph.D, Assist.Prof. Adrian Simon, Ph.D
Assistant: Lecturer Roxana Hetes-Gavra, Ph.D

No.	Authors	Title of paper
1.	Moldovan Nicoleta	Analysis of the influence of company's capital structure on profitability and risk
2.	Ignat Andreea	Appearances concerning the quality of modality to guarantee of the bill of exchange and the promissory note
3.	Miru Oana Maria	Applying Basel II requirements in Romania
	Hetes Gavra Roxana	
	Nicolescu Ana Cristina	
4.	Vancea Smaranda	Aspects of option market in Romania
5.	Tomic Drazena	Availability of financial information in banking sector of Bosnia and Herzegovina through Internet
	Zivko Igor	
	Grbavac Josipa	
6.	Serban (Boiceanu) Corina	Budgetary implications of the pension reform in Poland
	Nicolescu Ana-Cristina	Capital flows to emerging Europe: case of Romania
7.	Lobont Oana Ramona	
	Hetes Gavra Roxana	
8.	Dumiter Florin-Cornel	Central bank independence: legal dimensions in Central and South Eastern Europe
9.	Raytcheva Stela	Convergence ou divergence de pratiques bancaires entre des pays de l'Europe de l'Ouest et de l'Europe de l'Est? Le cas des banques françaises et bulgares
	Tournois Nadine	
10.	Talpos Ioan	Culture, tax policy and social output: the U.E. case
	Dima Bogdan	
	Mutasu Mihai	
	Enache Cosmin	
11.	Pirtea Marilen	Dynamics of financial markets in the context of globalization
	Iovu Laura Raisa	
	Milos Marius	
12.	Roman Mihai	Economic crime models and taxation policy
13.	Limberea Cicero	Evaluating, taxing and insuring agricultural enterprises
14.	Dumitriu Ramona	Evolutions of the schools financing in Romania
	Nistor Costel	
	Stefanescu Razvan	

No.	Authors	Title of paper
15.	Achim Monica Achim Sorin Borlea Sorin	Financial analysis from bank perspective
16.	Donath Liliana Slavin Mariana	Fiscal competition and harmonisation. The impact on foreign direct investments
17.	Spulbar Cristi Marcel Gherghinescu Oana	La stabilité du système bancaire roumaine et les provocations d'intégration bancaire européenne
18.	Cosma Dorin Amza Doina Camelia Hamdouni Amina Zied Jameleddine	La valorisation des entreprises innovantes introduites au nouveau marché de la Bourse de Paris
19.	Nitu Antonie Renate	Les possibilités d'optimisation fiscale dans le cas des grands constructeurs mondiaux d'automobiles en Roumanie
20.	Simon Adrian	Management of credit risk
21.	Simon Adrian	Management of market risk
22.	Dumiter Florin-Cornel	Measuring central bank independence: legal indices and indicators based on actual behaviour
23.	Corduneanu Carmen Iovu Laura Raisa	Multiplying financing choices through capital markets
24.	Toader Valentin	NBR monetary policy transparency
25.	Ciurlau Loredana	New challenges for the Romanian banks in European context
26.	Mircea Iulian Covrig Mihaela	Optimization of financial resources of an insurance company using risk process estimation techniques
27.	Zivko Igor Slijepcevic Suncana Colak Anela	Risk environment and bank supervision: the case Bosnia and Herzegovina
28.	Mihalcovici Doina	Tax administration performances in Romania
29.	Slavin Mariana Mihalcovici Doina	Tax burden in EU member states
30.	Savu Lucian Avram Laura	Tax evasion - possibility of attenuation
31.	Murarasu Bogdan	The dynamics of interest rate pass-through and financial structure
32.	Slavin Mariana	The effects of tax competition in the EU member states
33.	Poteraj Jaroslaw	The old age pension system in Poland
34.	Kichler Elisabeth Haiss Peter	The relevance of leasing in banking system transformation in Central and South Eastern Europe
35.	Lobont Oana Ramona Miru Oana Crasneac Alexandru	The role of fiscal stabilization policy

ACADEMIC SESSION 4 – FRIDAY May 9th, room 104
Information Systems, Technologies & Economic Models

Chairs: Prof. Mihaela Muntean, Ph.D, Prof. Jacques Calvet, Ph.D, Prof. Ion Ivan, Ph.D, Prof. Maria Boldea, Ph.D
Assistant: Assist. Roxana Patru, Ph.D Student

No.	Authors	Title of paper
1.	Neamtu Mihaela Bundau Olivia	A model of Cournot duopol with tax evasion
2.	Patru Roxana	A new way of testing the semi strong efficiency of the capital market
3.	Boldea Bogdan Ion Boldea Costin Radu	Agent-based model in labour market
4.	Mircea Gabriela	An analytical procedures application of Benford's law
5.	Sipos Ciprian Boleanu Mihai	An econometric model for analyzing the impact of exchange rate fluctuation on Romanian economic growth
6.	Bundau Olivia Neamtu Mihaela	An economical growth model with tax evasion and delay - numerical simulations
7.	Giulvezan Cornel	Data modeling, database design and the business
8.	Boldea Ioan Boldea Bogdan Ion	Decision determinants of information technology outsourcing
9.	Butuza Antoaneta Claudia	Designing a KM strategy
10.	Muntean Cornelia Muntean Mihaela	Expert systems as decision making tools in organizations
11.	Triandafil Cristina Maria Brezeanu Petre	Facing the challenges of corporate default prediction models: case study on IT commercial companies
12.	Boldea Maria Stanculescu Mircea	Globalisation effects on informational systems strategy
13.	Hurbean Luminita	Information integration an essential pillar in e-government development
14.	Hauer Ileana	KM tools and technologies that capture and codify knowledge
15.	Ivan Ion Visoiu Adrian Ciurea Cristian Palaghita Dragos	Model bases and software quality metrics refinement

No.	Authors	Title of paper
16.	Diaconita Vlad	Portal based integration solutions
	Velicanu Manole	
	Botha Iuliana	
17.	Nistor Costel	Romanian managers perceptions of the electronic negotiations
	Stefanescu Razvan	
	Dumitriu Ramona	
18.	Danaiaata Doina	Romania's status in the global e-government landscape
19.	Dobrican Ovidiu	Some aspects of e-collaboration and supply chain integration
20.	Dogaru Vasile	Quelques caractéristiques distinctives de méthode de Nicholas Georgescu-Roegen dans la science économique
21.	Bizerea Marius	Statistical methods for risk reduction in prototype transformation of the product concept
	Sipos Ciprian	
22.	Chebira Boualem	T.I.C. et nouvelles entreprises commerciales: cas de l'Algérie

ACADEMIC SESSION 5 – FRIDAY May 9th, room 105
Managing Innovation, Transformation & Changes in Organizations

*Chairs: Assist.Prof. Francois Fulconis, Ph.D, Prof. Ion Verboncu, Ph.D, Prof. Ion Stancu, Ph.D, Prof. Ioan Petrisor, Ph.D,
Prof. Nicolae Bibu, Ph.D
Assistant: Lecturer Gabriel Bizoi, Ph.D Student*

No.	Authors	Title of paper
1.	Anta Denisia Gheorghina Iacob Mihaela Ioana	Building an emotionally intelligent organization
2.	Pedroza Filho Manoel Xavier Scroccaro Alessandra	Changes in the governance of supply chain in the French market for cut flowers: challenges and opportunities for foreign suppliers
3.	Grosu Corneliu	Corporate governance and risk management for financial services providers: the BRD – GSG approach
4.	Duran-i-Grant Alexandre Monnet Marlene Noireaux Virginie	Etats des lieux et perspectives de la gestion des déchets en France
5.	Stefea Petru Circa Cristina	Financial feasibility of environmentally sustainable investment projects
6.	Petrisor Ioan	From core competence to distinctive competence of Romanian organization
7.	Butuza Antoaneta Claudia	Importance of knowledge management for learning organizations
8.	Bocean Claudiu George Meghisan Madalina Georgeta	Improvement in project management communication process
9.	Todorut Amalia Venera	Innovation, flexibility, change - premises of organizational development
10.	Sipos Gabriela Lucia	Innovation - premise to obtain the competitive advantage
11.	Amza Virgil Bratianu Constantin	Involving innovation management in strategic management
12.	Radman Kambiz	Joint of QFD & DEA & supply chain
13.	Mandroleanu Anca Ivanovici Mina	Knowledge management in organizations
14.	Calvet Jacques Guibert Nathalie	Le cluster comme vecteur d'un pouvoir de marche sur les prix: le cas des vins de Cotes du Rhone
15.	Mironiuc Marilena	Le comportement socialement responsable - une autre dimension dans la quantification des performances de l'entreprise durable
16.	Fulconis Francois Joubert Jerome Messegheem Karim Paradas Agnes	Le management des poles de compétitivité français: une analyse du PEIFL

No.	Authors	Title of paper
17.	Brancu Laura	Le rôle de la stabilité politique dans le décision d'implantation des firmes multinationales en Roumanie
18.	Fulconis Francois Garrot Thierry	L'enseignement numérique dans l'espace européen de formation: étude du management du Campus Numérique en Economie et Gestion (CANEGE)
19.	Moncef Btissam	L'impact des pratiques supply chain management sur la performance non financière, la performance financière et la valeur pour l'actionnaire
20.	Putz Ecaterina Bizoi Gabriel	Logistics - management concept
21.	Stancu Ion Varzaru Mihai	Logistics, supply chain and management supply chain
22.	Jezzini Mohamad Viviani Jean-Laurent	Modélisation du risque opérationnel
23.	Rus Rozalia Veronica Bota Marius	Modern manufacturing information systems in textile and clothing industry
24.	Markic Brano Tomic Drazena	Multidimensional modelling in human resources management
25.	Iacob Mihaela Ioana Anta Denisia Gheorghina	Negotiating the deal
26.	Saglietto Laurence Solle Guy	Performance des universités et évolution des mentalités: de la prise de conscience a l'action
27.	Halek Vitezslav	SFS ^{HK} module – the new way how to analyze financial data of any company
28.	Dragomir Voicu	Social welfare in corporate governance codes: advocating for the stakeholder theory
29.	Bibu Nicolae Sala Diana	Some considerations concerning the growth potential of SME's from Romanian Western Region
30.	Chivu Iulia Popescu Dan Verboncu Ion	Strategic human resources management and the human resources audit
31.	Petrisor Ioan	Strategic potential of organizations: conceptual evolution
32.	Dari Laetitia Pache Gilles	Stratégies individuelles et stratégies collectives: une "gestion paradoxale" de la coopétition dans le secteur du pret-a-porter
33.	Payaro Andrea	Sustainable distribution: the city logistics of Padova
34.	Buglea Alexandru Balan Giana	The cost-benefit analysis in the context of the projects financed from structural funds
35.	Popescu Aurora Marcu Niculina	The managerial decision of capital investment in long term fixed assets - factor of economic growth for the company
36.	Falnită Eugen	Total quality management, total relationship management and total quality marketing

ACADEMIC SESSION 6 – FRIDAY May 9th, room 106

Marketing & Tourism

Chairs: Prof. Costinel Dobre, Ph.D, Prof. Gilles Pache, Ph.D, Prof. Mirela Mazilu, Ph.D, Assist.Prof. Carmen Babaita, Ph.D

Assistant: Assist.Prof. Nicoleta Sirghi, Ph.D

No.	Authors	Title of paper
1.	Dobre Costinel Dragomir Anca	Approach of the postmodernism in marketing theories and practice
2.	Isac Nicoleta Antoniou Eliza	Comparative analysis of the rural development perspectives in Romania, Bulgaria and Poland
3.	Pirjol Florentina	Creation and communication in the knowledge economy
4.	Sirghi Nicoleta	Innovation et développement régional. La nouvelle politique européenne de cohésion
5.	Mazilu Mirela Marinescu Roxana Cristina	Le rôle du tourisme et le développement économique dans l'espace de l'Union Européenne
6.	Pop Ana Maria Rusu Raularian	Le tourisme littéraire - un "brand" reportant un succès européen ou un potentiel touristique insuffisamment valorisé
7.	Dinu Gabriel	Loyalty and retention in customer behaviour
8.	Lazoc Alina	Market convergence and the strategic possibilities of media enterprises
9.	Marian Ionel	Sustainable tourism and ecotourism
10.	Marian Ionel	The accommodation product and hotel guest
11.	Ianus Florina Racolta-Paina Nicoleta Dorina	The online marketing seen from the perspective of the direct marketing, the permission marketing and e-mail marketing
12.	Negrusa Adina Gica Oana	The role of SME's to the tourism development process from Transylvania
13.	Muresan Daniela Mirela Cristescu Ilie	The specific behaviour of the touristic service consumer
14.	Babaita Carmen Mihaela	Tourism for people with disabilities, a new challenge for Romania
15.	Dinu Gabriel Dinu Loredana	What get attention in advertising

WORKSHOP – SATURDAY May 10th, “Dumitru Mares” Room
Romania after one year from E.U. integration

Chairs: Prof. Grigore Silași, Ph.D, Associate Prof. Dimitra Ioannou, Ph.D

Topics:

- 1. Present Issues of European Integration**
- 2. Crises and Perspectives**