



Transilvania  
University  
of Brasov  
FACULTY OF ECONOMIC SCIENCES  
AND BUSINESS ADMINISTRATION



Romanian Academy  
Institute for Economic Forecasting

**Inclusive and sustainable economic  
growth. Challenges, measures and  
solutions**

**(ISEG 2019)**

**Programme**

**Friday, 31<sup>st</sup> of May – Aula Universității, 1<sup>st</sup> Floor**

9,15-9,30	Registration
9.30 - 11.00	Conference opening and Plenary session (room UI7)
11.00-11.30	Coffee Break
11.30 - 13.30	Sessions presentations 1,2,3 (rooms UI6,UI7)
13.30-14.30	Lunch, Aula 1 <sup>st</sup> floor
14,30-16,00	Sessions presentations 4, 5. 6 (rooms UI6,UI7)
16.00-16.30	Coffee Break
16,30-18,00	Sessions presentations 7, 8, 9, 10 (rooms UI6,UI7)
19.00 - 22.00	Dinner (Capitol restaurant, Bulevardul Eroilor 19, Brașov)

## PLENARY SESSION (ROOM UI7)

### *PUSHING FOR QUALITY RESEARCH: PUBLISHING IN GOOD JOURNALS*

**KLAUS F. ZIMMERMANN**, President of the Global Labor Organization (GLO); Visiting Professor Princeton University; Co-Director of POP at UNU-MERIT; Full Professor of Economics at Bonn University

### *URBAN INNOVATION AND SUSTAINABLE ECONOMIC GROWTH*

**JEFFREY A. ROBINSON**, Ph.D., award winning business school professor, associate professor of management and entrepreneurship and the Academic Director of The Center for Urban Entrepreneurship & Economic Development at Rutgers Business School

### *PUBLIC DEBT, FISCAL SPACE AND ENDOGENOUS GROWTH CYCLES*

**ALEXANDRU MINEA**, Full Professor of Economics at the University of Auvergne (Clermont-Ferrand, France), member of the CERDI Department ([www.cerdi.org](http://www.cerdi.org)) and adjunct research professor at Carleton University (Ottawa, Canada)

## Macroeconomic and quantitative studies I

### Session 1 (ROOM UI7)

Chair: Aniruddha Mitra

*Do Remittances Help to Reduce Child Labor? Evidence from Pakistan*

Aniruddha Mitra, Bard College (US)

James Bang, St. Ambrose University (US)

Faisal Abbas, Gottingen University (Germany)

*A mutual information procedure for financial time series' segmentation*

Bogdan Dima, West University of Timișoara (Romania)

Ștefana Dima, West University of Timișoara (Romania)

*The Time-Varying Effect of Monetary Policy on Real Economy and Asset Prices*

Corina Sâman, Institute for Economic Forecasting, Romanian Academy (Romania)

*The perception of terrorism through social media and other media sources: a quantitative analysis*

Florin-Alexandru Luca, Technical University Gheorghe Asachi Iasi (Romania)

Vicentiu Cosmin Vlad, Transilvania University of Brasov (Romania)

Claudia-Ioana Ciobanu, Technical University "Gheorghe Asachi" of Iasi (Romania)

*Measuring the persistence in the long-run growth correlations of the Romanian economy*

Liliana Duguleană, Transilvania University of Brasov (Romania)

Constantin Duguleană, Transilvania University of Brasov (Romania)

***Analysis of Romania's emigration flows***

Valentin Toader, Babes Bolyai University (Romania)

Oana Ruxandra Bode, Babes Bolyai University (Romania)

Adina Negrusa, Babes Bolyai University, Romania

***An Approach to Risk Management of Human Migration towards Europe***

Ileana Tache, Transilvania University of Brasov (Romania)

Nicolae Barsan-Pipu, Transilvania University of Brasov (Romania)

***Transport Infrastructure and Resources Improvements' Impact on Exports – A Case Study on South Eastern European Countries***

Florina Simona Burta, West University of Timisoara (Romania)

## Economic Policy Analysis

### SESSION 2 (ROOM UI6)

**Chair: Mioara Iordan**, Institute for Economic Forecasting, Romanian Academy (Romania)

*Analyzing the effect of health reforms on the efficiency of Ecuadorian public hospitals*

Juan Piedra-Peña, Department of Applied Economics, Autonomous University of Barcelona (Spain)

Diego Prior, Department of Business, Autonomous University of Barcelona (Spain)

*Liveability in the Romanian Regions and Counties*

Marioara Iordan, Institute for Economic Forecasting, Romanian Academy (Romania)

Nona Chilian, Institute for Economic Forecasting, Romanian Academy (Romania)

*Analysis of the factors that influence the workplace satisfaction in the medical system – pediatric sector*

Florin-Alexandru Luca, Technical University “Gheorghe Asachi” of Iași (Romania)

Alina-Mihaela Busuioc, Transilvania University of Brasov (Romania)

Alina-Costina Luca, University of Medicine and Pharmacy Gr. T. Popa of Iași (Romania)

*Public governance perspective for happiness: new insides for “new EU countries”*

Chi-Wei Su, School of Economics, Qingdao University (Qingdao, China)

Oana-Ramona Lobonț, West University of Timișoara (Romania)

Zheng-Zheng Li, Ocean University of China (Qingdao, China)

Iulia Para, West University of Timișoara (Romania)

Nicoleta-Claudia Moldovan, West University of Timișoara (Romania)

*Sustainability of military spending in EU and NATO member countries: a presentation of the correlation between military spending and economic growth in the Euro Atlantic structures*

Oana Ramona Glont, West University of Timisoara (Romania)

Adina Alexandra Darmaz-Guzun, West University of Timisoara (Romania)

Iulia Para, West University of Timisoara (Romania)

*ISD, Human capital and Innovation. An analysis of the Romanian regions development*

Elena Pelinescu, Institute for Economic Forecasting, Romanian Academy (Romania)

*Political Representation of Women and Protection of Worker Rights: A Cross-national Investigation*

Adriana Litra, Transilvania University of Brasov (Romania)

Arindam Mandal, Siena College (US)

Aniruddha Mitra, Bard College (US)

## ICT and digital economy

### SESSION 3 (ROOM UI6)

Chair: Silvia Sumedrea, Transilvania University of Brasov (Romania)

#### **Phenotypic convergence of cryptocurrencies**

Daniel Traian Pele, The Bucharest University of Economic Studies (Romania)

Niels Wesselhöfft, Humboldt-Universität zu Berlin (Germany)

Wolfgang Karl Härdle, International Research Training Group

#### ***Electronic Money and its Influences on Social Security***

Bogdan Ion Boldea, West University of Timisoara (Romania)

Costin Radu Boldea, University of Craiova (Romania)

#### ***The influence of mHealth Apps on individuals' self-perceived health status. A case of South-Eastern Europe countries***

Andra Ioana Maria Tudor, Transilvania University of Brasov (Romania)

Lavinia Dovleac, Transilvania University of Brasov (Romania)

Gabriel Brătucu, Transilvania University of Brasov (Romania)

#### ***Digital Transformation, IoT and 5G Network Regulations: Opportunities for Digital Marketing and Sustainable Business Development***

Alexis Daj, Transilvania University of Brasov (Romania)

#### ***Fintech as an engine for innovation and diversified sustainable growth. Case study CEE countries***

Silvia Sumedrea, Transilvania University of Brasov (Romania)



***Marketing technologies in a digitalized world - the path to customer satisfaction, streamlining processes and business growth***

Andreea-Diana Suciu (Vodă), Transilvania University of Brasov (Romania)

***The impact of new technologies on digital marketing strategy: how is Augmented Reality changing the direct email marketing***

Bogdan Prodea, Transilvania University of Brasov (Romania)

Cristinel Petrișor Constantin, Transilvania University of Brasov (Romania)

***Regional patterns and drivers of the EU digital economy***

Monica Raileanu Szeles, Transilvania University of Brasov (Romania) and Institute for Economic Forecasting, Romanian Academy (Romania)

Mihaela Simionescu, Institute for Economic Forecasting, Romanian Academy (Romania)

## Education I

### SESSION 4 (ROOM UI7)

Chair: Bogdan DIMA, West University of Timișoara (Romania)

*Early childhood and primary education efficiency in Europe: a DEA approach*

Bogdan Dima, West University of Timișoara (Romania)

Balázs Kotosz, Methodologica Governance University, Paris (France)

Ștefana Maria DIMA, West University of Timișoara (Romania)

*Particularities of the recent evolution of third education in Romania. Analysis and prognoses*

Mariana Bălan, Institute for Economic Forecasting, Romanian Academy (Romania)

*Challenges for the Romanian higher education - the urban and regional development*

Liliana Duguleană, Transilvania University of Brasov (Romania)

Constantin Duguleană, Transilvania University of Brasov (Romania)

*Higher Education Efficiency Analysis. A DEA Comparative Study of Several European Countries*

Maria Letitia Andronic, Transilvania University of Brasov (Romania)

*Study of connection between the obstacles perceived and entrepreneurial attitude of students from Transylvania*

Adina Negrusa, Babes Bolyai University (Romania)

Valentin Toader, Babes Bolyai University (Romania)

Joanna Sadkowska, University of Gdansk (Poland)

*Implementing Logistics Courses within Academic Curricula: Students' Opinions on Knowledge Triangle Creation and Development*

Cristina Nicolau, Transilvania University of Brasov (Romania)

Nicolae Marinescu, Transilvania University of Brasov (Romania)

## Education II

### SESSION 5 (ROOM UI7)

Chair: Codruta Adina Baltescu, Transilvania University of Brasov (Romania)

*Social sustainability in education from teachers' perspective*

Cristina Dimitriu, Transilvania University of Brasov (Romania)

Cristinel Petrisor Constantin, Transilvania University of Brasov (Romania)

Alina Simona Tecau, Transilvania University of Brasov (Romania)

*Evaluating Romanian universities sustainability. Case Study: Transilvania University of Braşov*

Codruta Adina Baltescu, Transilvania University of Brasov (Romania)

*Impact of Moodle Tools upon higher education teachers' behavior in case of Romanian Distance Education*

Catrina Chivu, Transilvania University of Brasov (Romania)

*Concerns about improving quality in education - Implementing Lean principles in higher education*

Georgiana Limbasan, Transilvania University of Brasov (Romania)

*Lean Education -Case Study*

Andrei Neagu, Transilvania University of Brasov (Romania)

Doru Ursutiu, Transilvania University of Brasov (Romania)

Cornel Samoila, Transilvania University of Brasov (Romania)

*Employer Solutions for the Mismatches between Romanian Higher Education and the Labour Market*

Ecaterina Grajdieru (Coman), Transilvania University of Brasov (Romania)

*Leadership in pre-university education process*

Delia Nedelcu, University "Valahia" of Târgoviște (Romania)

*The school manager and the challenges of the educational system*

Timeea Alexandra Simionescu Savu, University "Valahia" of Târgoviște (Romania)

## Marketing

### SESSION 6 (ROOM UI7)

Chair: Anca Madar, Transilvania University of Brasov (Romania)

*The role of marketing strategies in attracting consumers to the tobacco products market. Case study: Philip Morris*

Anca Madar, Transilvania University of Brasov (Romania)

*New media used in marketing by Chinese universities in order to develop international partnerships*

Zongsheng Chen, Transilvania University of Brasov (Romania)

*The impact of multilevel marketing business leaders on their agents*

Madalina Ciongradi, Transilvania University of Brasov (Romania)

Gabriel Bratucu, Transilvania University of Brasov (Romania)

Madalina Tofan, Transilvania University of Brasov (Romania)

*Romania's tourist image – a starting point for Erasmus+ students' intention to plan a visit and study in Romania's universities*

Ruxandra-Gabriela Albu, Transilvania University of Brasov (Romania)

Ioana Bianca Chițu, Transilvania University of Brasov (Romania)

Codruța Adina Băltescu, Transilvania University of Brasov (Romania)

*Military Branding and Marketing. The comparative cases of the US and RO Forces*

Vlad Ionuț Dumitrache, DRESMARA (Romania)

*Effects of rebranding in tech companies*

Elena Larisa Cobianu, Transilvania University of Brasov

Florin-Alexandru Luca, Technical University "Gheorghe Asachi" of Iasi (Romania)

*Importance of music branding from a marketing perspective*

Andrei Ungureanu, University Alexandru Ioan Cuza Iasi (Romania)

Florin Alexandru Luca, Technical University Gheorghe Asachi Iasi (Romania)

Constantin Sasu, University Alexandru Ioan Cuza Iasi (Romania)

## Finance

### SESSION 7 (ROOM UI7)

Chair: Gheorghița Dincă, Transilvania University of Brasov (Romania)

#### *Tax policies applied for economic recovery*

Alina Daniela Vodă, „Lucian Blaga” University of Sibiu (Romania)

Gabriela Dobrotă, “Constantin Brâncuși” University of Targu Jiu (Romania)

Loredana Andreea Cristea, „Lucian Blaga” University of Sibiu (Romania)

#### *The analysis of financial performances of enterprises*

Roxana Florina Glavan, West University of Timișoara (Romania)

#### **Assessment of corporate governance system quality within Romanian banks listed on BSE – an analysis of strengths and weaknesses**

Delia Deliu, West University of Timișoara (Romania)

#### *Sustainability of the Social Health Insurance System, in the context of demographic changes*

Gheorghița Dincă, Transilvania University of Brasov (Romania),

Camelia Negri, Transilvania University of Brasov (Romania)

#### *Capital intensity and sustainable development*

Marius Sorin Dincă, Transilvania University of Brasov (Romania)

#### *The interdependence between financial education and the banking market in Romania*

Nicoleta Gianina Bostan, Transilvania University of Brasov (Romania)

#### *IDD - impediment or challenge*

Ștefania-Sonia Zamfir, University of Craiova (Romania)

## Management

### SESSION 8 (ROOM UI7)

Chair: Bogdan Băcanu, Transilvania University of Brasov (Romania)

*Decisional Model of Relocating a Business in the Context of Current Economic Challenges*

Gheorghe Cătălin, Transilvania University of Brasov (Romania)

*Designing a Procedure for Business Plans selection tailored to the national particularities*

Tiberiu Foris, Transilvania University of Brasov (Romania)

Diana Foris, Transilvania University of Brasov (Romania)

*Improving Traffic Safety through Sustainable Urban Mobility Plan. Case Study: Brasov Growth Pole – Romania*

Marius Sorin Dincă, Transilvania University of Brasov (Romania)

Gabriel bratucu, Transilvania University of Brasov (Romania)

Gheorghita Dinca, Transilvania University of Brasov (Romania)

Ioana Bianca Chitu, Transilvania University of Brasov (Romania)

Lavinia Dovleac, Transilvania University of Brasov (Romania)

*Differentiation vs. low cost: question mark on an originating myth of sustainable growth*

Bogdan Băcanu, Transilvania University of Brasov (Romania)

*Management and marketing for non-profit organizations*

Dana Adriana Lupsa Tataru, Transilvania University of Brasov (Romania)

*Emotional intelligence is an important mean of managing conflict*

Doina Todoruț, University "Valahia" of Târgoviște (Romania)



*The Globalization-Localization-Network Triad*

Titus Suciu, Transilvania University of Brasov (Romania)

*Human Resources Appropriate to the needs of the Organization's Management, The Source of Its Performance*

Cristina Gabriela Vasciuc Sandulescu, University "Valahia" of Târgoviște (Romania)

*Comparative analysis in management of tourism destination*

Otilia Crăciun Radu, Technical College "Elie Radu" Ploiesti (Romania)

**Competitiveness Index in Tourism - Measuring the Tourism phenomenon in Romania & Greece**

Adriana Matei Stefan, University "Valahia" of Târgoviște (Romania)

## Financial and accounting management

### SESSION 9 (ROOM UI7)

**Chair:** Mirela Camelia Baba, Transilvania University of Brasov (Romania)

*The relationship between dividend policy and company performance: Evidence from Romania*

Mirela Camelia Baba, Transilvania University of Brasov (Romania)

*New Approaches of the Accounting Profession Given the Globalization and Digitalization*

Steliana Busuioceanu, Transilvania University of Brasov (Romania)

*Opinions and Attitudes of Contractors concerning the Relationship with Accounting Services Offices*

Sergiu-Mihai Sofian, Excelsum SRL

Carmen Elena Anton, Transilvania University of Brasov (Romania)

*The impact of being listed on the stock exchange market on the main activity indicators for the national companies*

Carmen Elena Anton, Transilvania University of Brasov (Romania)

Sergiu-Mihai Sofian, Excelsum SRL

*Target-costing, cost of calculation*

Adrian Trifan, Transilvania University of Brasov (Romania)

## Macroeconomic and quantitative studies II

### SESSION 10 (ROOM UI7)

Chair: Adriana Veronica LITRA, Transilvania University of Brasov (Romania)

*The unfortunate science of giving up: impact of EU accession on social mobility in Romania*

Zohar Ianovici, Institute for Economic Forecasting, Romanian Academy (Romania)

*The "virtuous circle" regarding Public Policy – Economic Development nexus*

Alina Ioana Calinovici, West University of Timisoara (Romania)

Oana-Ramona Lobont, West University of Timisoara (Romania)

Madalin Dogaru, West University of Timisoara (Romania)

Codruta Chis, Banat University of Agricultural Sciences and Veterinary Medicine (Romania)

*A Bayesian Model Averaging (BMA) approach for dealing with FDI determinants in EU member states*

Oana Cristina Popovici, Institute for Economic Forecasting, Romanian Academy (Romania)

*Volatility forecasting with News Sentiment and market liquidity for European banks*

Radu Lupu, Institute for Economic Forecasting, Romanian Academy (Romania)

Adrian Cantemir Calin, Institute for Economic Forecasting, Romanian Academy (Romania)

Iulia Lupu, "Victor Slăvescu" Center Financial and Monetary Research, Romanian Academy

*Gender and sustainability. A standpoint on balance and disparities.*

Cristina Drumea, Transilvania University of Brasov (Romania)

*Demographic aging - a challenge for the economic growth of Romania and the EU*

Adriana Veronica Litra, Transilvania University of Brasov (Romania)

*Political trust and happiness*

Monica Răileanu Szeles, Transilvania University of Brasov (Romania) and Institute for Economic Forecasting, Romanian Academy (Romania)

*Silver economy in Poland. Reactive or proactive regional policy towards the demographic phenomenon of the ageing population of voivodeships?*

Aldona Podgórnica-Krzykacz, University of Łódź (Poland)

Justyna Przywojska, University of Łódź (Poland)