



# THE 8<sup>TH</sup> INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY

## PROGRAM

### TURBULENT TIMES: ECONOMIC AND POLITICAL DIRECTIONS



**Martin Machacek**  
VSB-Technical University of Ostrava  
Czech Republic

#### Keynote speakers



**Dancho Petrov**  
University of Economics, Varna  
Bulgaria

Constanta, Romania  
NOVEMBER 08-10, 2018



INTERNATIONAL CONFERENCE  
ON BUSINESS AND ECONOMY

**Turbulent Times: Economic and Political Directions**

**ICBE 2018**

**8<sup>th</sup> edition**

## Scientific Committee

Aurelian A. Bondrea, Rector of Spiru Haret University (USH), Romania  
Mihnea-Claudiu Drumea, Dean of Faculty of Law and Economics, USH Constanta  
Maria Andronie, USH Bucharest, Romania  
Mehmet Burak Ceran, Selcuk University, Turkey  
Claudiu Chiru, USH Constanta, Romania  
Daniela-Luminița Constantin, The Bucharest University of Economic Studies, Romania  
Svetlana Gorobievski, Technical University of Moldova, Republic of Moldova  
Ionel-Eduard Ionescu, USH Bucharest, Romania  
Victor-Romeo Ionescu, Dunărea de Jos, Galati, Romania  
Dragoș-Mihai Ipate, USH Constanta, Romania  
Rares-Patrick Lazăr, USH Constanta, Romania  
Lavinia Nădrag, Ovidius University Constanta, Romania  
Octav Neguriță, USH, Constanta, Romania  
Abdelnaser Omran, College of Business, University Utara Malaysia, Malaysia  
Iuliana Pârvu, USH, Constanta, Romania  
Laura Patache, USH, Constanta, Romania  
Luminița-Viorica Pistol, USH Bucharest, Romania  
Massimo Polifroni, University of Turin, Italy  
Olivia-Ramona Ștefănescu-Mihăilă, USH Bucharest, Romania  
Roxana-Elena Topor, USH, Constanta, Romania  
Wilfred Ukpere, University of Johannesburg, South Africa

## Executive Committee

Mihaela Bebeșelea, USH Constanta, Romania  
Ana Maria Bejan, USH Constanta, Romania  
Claudiu Chiru, USH Constanta, Romania  
Mihaela-Lavinia Ciobănică, USH Constanta, Romania  
Daniel Dănești-Pătrău, USH Constanta, Romania  
Iulia Grecu, USH Constanta, Romania  
Gheorghe Grecu, USH Constanta, Romania  
Claudia-Nicoleta Guni, USH Constanta, Romania  
Dragos-Mihai Ipate, USH Constanta, Romania  
Rares-Patrick Lazăr, USH Constanta, Romania  
Anca Magiru, USH Constanta, Romania  
Paula-Cornelia Miștrău, USH Constanta, Romania  
Octav Neguriță, USH Constanta, Romania  
Ingrid-Ileana Nicolau, USH Constanta, Romania  
Iuliana Pârvu, USH Constanta, Romania  
Laura Patache, USH Constanta, Romania  
Cristina Fraxa Sandu, USH Constanta, Romania  
Anca Stoian, USH Constanta, Romania  
Roxana-Elena Topor, USH, Constanta, Romania  
Adina Trandafir, USH Constanta, Romania

## CONFERENCE PROGRAM

Section A Management and Marketing

Section B Accounting and Finance

Section C Global Economic, Social and Political Issues

Section D Economy and Regional Development

### First Day: November 8, 2018

Time	Activity	Place
9.30–10.00	Conference Registration and coffee	“Bulevard” Hotel Lobby
10.00–12.00	Opening Plenary Session	“Panoramic” Conference Room
12.00–13.00	Lunch	“Bulevard” Restaurant
13.00–14.45	Panel session	Section A – “Panoramic” Conference Room
		Section B – Piano Bar Room Conference Room
14.45–15.00	Coffee Break	“Bulevard” Hotel Lobby
15.00–17.00	Panel session	Section A – “Panoramic” Conference Room
		Section B – Piano Bar Room
17.00–19.00	Break time	
19.00	Welcome Reception	“Bulevard” Restaurant

### Second Day: November 9, 2018

Time	Activity	Place
13.00–15.00	Panel session	Section C – “Panoramic” Conference Room
		Section D – Ground floor Conference Room

### Last Day: November 10, 2018

Time	Activity	Place
09.30–10.00	Participants registration	“Bulevard” Hotel Lobby
10.00	Visit and Goodbye Lunch	Romanian traditional place

## Opening Plenary Session

Thursday, November 8

10.00-12.00

“Panoramic” Conference Room

### Official Openings ICBE 2018

**General Chair:** Ph.D. **Mihnea Claudiu DRUMEA**, Dean of Faculty of Law and Economics, Constanta, Romania

Ph.D. **Iuliana PÂRVU**, Director of Department of Economics, Faculty of Law and Economics, Constanta, Romania

### Keynote speakers:

SHADOW BANKING IN CONTINENTAL EUROPE – THE CZECH CASE

Ph.D. **Martin MACHACEK**

VŠB-Technical University of Ostrava, Department of Economics, Czech Republic

BLOCKCHAIN IN FINANCIAL SERVICES – BETWEEN HIPE AND REALITY

Ph D. **Dancho PETROV**

University of Economics, Varna, Bulgaria

## Section A Topics: Management and Marketing

Thursday, November 8  
 13.00-14.45 & 15.00-17.00  
 "Panoramic" Conference Room

**Chair:** IULIANA PÂRVU, Spiru Haret University, Romania

1	<p><b>GENDER INFLUENCES ON BOARD: THE CASE OF BRIC AND TURKEY</b></p> <p>GULER ARAS              OZLEM KUTLU FURTUNA  <i>Yildiz Technical University, Turkey</i>  <i>Center for Finance Governance and Sustainability (CFGS)</i></p>
2	<p><b>THE EFFECT OF CONSUMER DECISION MAKING STYLES ON COGNITIVE DISSONANCE ALONG WITH THE ROLE OF THE PERCEIVED RISK AS A MODERATOR IN ONLINE SHOPPING</b></p> <p>HANDE AYHAN GÖKCEK              PEYAMI SEFA ÇARIKÇIOĞLU  <i>Istanbul Kultur University School of Business</i>              CENK ARSUN YÜKSEL  <i>Istanbul University School of Business</i></p>
3	<p><b>A MODEL SUGGESTION FOR CUSTOMER SATISFACTION IN THE PROCESS OF USING MOBILE SHOPPING APPLICATIONS: THE ROLE OF PERSONAL INNOVATIVENESS AS A MODERATOR</b></p> <p>BILGE TURP GÖLBAŞI              PEYAMI SEFA ÇARIKÇIOĞLU  <i>Istanbul Kultur University School of Business, Turkey</i>              CENK ARSUN YÜKSEL  <i>Istanbul University School of Business</i></p>
4	<p><b>DIAGNOSTICS OF THE 'BANK STAFF – CLIENT MIGRATION' RELATIONSHIP IN RETAIL BANKING</b></p> <p>RADINA MOMCHILOVA  <i>University of Economics, Varna, Bulgaria</i></p>
5	<p><b>APPROACH FOR EFFICIENT QUALITY MANAGEMENT SYSTEM</b></p> <p>MIHAELA - LAVINIA CIOBĂNICĂ  <i>Spiru Haret University, Romania</i></p>
6	<p><b>MARKET ORIENTATION OF THE HIGHER EDUCATION SERVICES</b></p> <p>IULIANA PÂRVU              DRAGOȘ IPATE  <i>Spiru Haret University, Romania</i></p>

7	<p><b>PERSPECTIVES ON MEASURING THE QUALITY OF HIGHER EDUCATION SERVICES</b></p> <p>IULIANA PÂRVU CRISTINA SANDU</p> <p><i>SpiruHaret University, Romania</i></p>
8	<p><b>A STUDY ON YOUTH'S ENTREPRENEURIAL SPIRIT IN ROMANIA</b></p> <p>LAURA PATACHE</p> <p><i>Spiru Haret University, Romania</i></p>
9	<p><b>SUCCESSFUL MARKETING CAMPAIGNS IN GLOBAL COMPETITION AND THEIR CULTURAL EFFECTS: BLACK FRIDAY &amp; MYTH FRIDAY</b></p> <p>HATICE SARAY MEHMET BURAK CERAN HAKAN AHMET ÖZKÜRKÇÜLER</p> <p><i>Selcuk University, Turkey</i></p>

## Section B Topics: Accounting and Finance

Thursday, November 8  
13.00-14.45 & 15.00-17.00  
“Piano bar” Conference Room

**Chair:** OCTAV NEGURIȚĂ, Spiru Haret University, Romania

1	<p><b>REVEALING THE KEY FINANCIAL PERFORMANCE INDICATORS OF TURKISH INTERMEDIARY INSTITUTIONS</b></p> <p>GULER ARAS <i>Yildiz Technical University, Business Administration Department, Center for Finance Governance and Sustainability (CFGS), Turkey</i></p> <p>NURAY TEZCAN <i>Halic University, Business Informatics Department, Turkey</i></p> <p>OZLEM KUTLU FURTUNA <i>Yildiz Technical University, Business Administration Department, Center for Finance Governance and Sustainability (CFGS), Turkey</i></p>
2	<p><b>THE EFFECTS OF CHANGES IN TAX LEGISLATION ON FOREIGN INVESTMENT IN ROMANIA</b></p> <p>ADINA TRANDAFIR <i>Spiru Haret University, Romania</i></p>
3	<p><b>FINANCIAL-FISCAL MEASURES WITH A MAJOR IMPACT ON THE BUSINESS ENVIRONMENT</b></p> <p>PAULA CORNELIA MITRAN IULIA GRECU GHEORGHE GRECU <i>Spiru Haret University, Romania</i></p>
4	<p><b>EXPLORING THE RELATIONSHIP BETWEEN ACCOUNTING AND STATISTICS</b></p> <p>MIHAELA BEBEȘELEA LAURA PATACHE <i>Spiru Haret University, Romania</i></p>
5	<p><b>ASPECTS REGARDING THE ALIGNMENT OF ROMANIAN ACCOUNTING TO THE EUROPEAN LEVEL</b></p> <p>GUNI CLAUDIA NICOLETA <i>Spiru Haret University, Romania</i></p>
6	<p><b>MANAGEMENT ACCOUNTING: THE BOUNDARY BETWEEN TRADITIONAL AND MODERN</b></p> <p>GUNI CLAUDIA NICOLETA <i>Spiru Haret University, Romania</i></p>

7	<p><b>THE IMPLEMENTATION OF CAPITAL BUFFERS APPLICABLE IN THE CREDIT INSTITUTIONS OF ROMANIAN LEGAL PERSONS</b></p> <p>OCTAV NEGURIȚĂ EDUARD-IONEL IONESCU <i>Spiru Haret University, Romania</i></p>
8	<p><b>EFFECTS OF TECHNOLOGICAL DEVELOPMENT AND CHANGE ON ACCOUNTING PROFESSION AND EDUCATION</b></p> <p>MEHMET BURAK CERAN HAKAN AHMET ÖZKÜRKÇÜLER HATICE SARAY <i>Selcuk University, Turkey</i></p>
9	<p><b>ACCOUNTING INFORMATION SYSTEMS IN CONSTRUCTING A CORPORATE GOVERNANCE APPROACH IN ENTERPRISES</b></p> <p>HAKAN AHMET ÖZKÜRKÇÜLER HATICE SARAY MEHMET BURAK CERAN <i>Selcuk University, Turkey</i></p>

## Section C Topics: Global Economic, Social and Political Issues

Friday, November 9

13.00-15.00

“Panoramic” Conference Room

**Chair:** MIHAELA BEBEȘELEA, Spiru Haret University, Romania

1	<p><b>THE RECONFIGURATION OF WORK ORGANIZATION: SOME THEORETICAL EVIDENCES</b></p> <p>MASSIMO POLLIFRONI SILVIA SINICROPI <i>University of Turin, Italy</i></p> <p>IOANA ADRIAN <i>University Politehnica of Bucharest, Romania</i></p>
2	<p><b>SOCIAL CAPITAL AND INSTITUTIONS AS DETERMINANTS OF HUMAN DEVELOPMENT: EVIDENCE FROM PANEL DATA</b></p> <p>MOINA RAUF AMATUL R. CHAUDHARY <i>National College of Business Administration &amp; Economics, Pakistan</i></p>
3	<p><b>THE LEGAL LIABILITY. JUDGMENT AND JUDGES.A PSYCHOLOGICAL, LEGAL AND RELIGIOUS POINT OF VIEW</b></p> <p>MIHAELA LAVINIA CIOBĂNICĂ DANIEL DĂNECI PĂTRĂU ANCA MAGIRU <i>Spiru Haret University, Romania</i></p>
4	<p><b>SOME CONSIDERATIONS REGARDING THE JUDICIAL REHABILITATION UNDER THE ROMANIAN CRIMINAL CODE</b></p> <p>ANCA-IULIA STOIAN <i>Spiru Haret University, Romania</i></p>

## Section D Topics: Economy and Regional Development

Friday, November 9

13.00-15.00

“Ground floor” Conference Room

**Chair:** LAURA PATACHE, Spiru Haret University, Romania

1	<p><b>EVALUATION OF ECONOMIC EFFICIENCY AND ARGUMENTATION OF DEVELOPMENT STRATEGIES FOR BUSINESS INCUBATORS ACTIVITIES IN THE REPUBLIC OF MOLDOVA</b></p> <p>SVETLANA GOROBIEVSCHI ALIONA DODU <i>Technical University of Moldova</i></p>
2	<p><b>SIMULATION TOOLS OF NONLINEAR DYNAMIC MODELS FROM ECONOMICS AND FINANCE</b></p> <p>ROXANA-ELENA TUDOROIU <i>University of Petrosani, Romania</i> LIANA ELEFTERIE <i>Spiru Haret University, Romania</i> NICOLAE TUDOROIU <i>Sainte-Anne-De-Bellevue, Quebec, Canada</i></p>
3	<p><b>TO A NEW POST-BREXIT HARD CORE</b></p> <p>ROMEO-VICTOR IONESCU <i>Dunarea de Jos University, Romania</i></p>
4	<p><b>THE IMPACT OF THE ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT ON THE ECONOMIC PROGRESS</b></p> <p>INGRID ILEANA NICOLAU <i>Spiru Haret University, Romania</i></p>