

**George Bacovia University in Bacau
The 3rd ETC International Conference**

**Corporate Social Responsibility
in a Permanent Changing World**

Conference Program

Bacau, 13th-14th of May 2011

Scientific Committee

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Dumitru **BONTAS**, George Bacovia University, Bacau, Romania
Luc **BROES**, Plantijn Hogeschool - Antwerpen, Belgium, Financial Manager - SPACE
Adrian **COTÎRLEȚ**, College of Physicians, Bacau, Romania
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Gheorghe **EPURAN**, Vasile Alecsandri University, Bacau, Romania
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Michelle **GAISOA**, Universidad de Navarra – San Sebastian, Spain
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Lorenzo **MAGNANI**, University of Pavia, Pavia, Italy
Claudia **MELINTE**, Cooperative-Commercial University of Moldova, Chisinau
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Sergiu **PETROVICI**, Cooperative-Commercial University of Moldova, Chisinau
Piet **PYPELINK**, Inholland Hogeschool – Rotterdam, Holland
Vasile **RAILEANU**, Academy of Economic Studies, Bucharest, Romania
Savvas C **SAVVIDES**, European University, Cyprus
Larisa **SAVGA**, Cooperative-Commercial University of Moldova, Chisinau, Moldova
Inge **VERHAEGEN**, Plantijn Hogeschool - Antwerpen, Belgium, Chair of HTMC - SPACE
Alexandru **TUGUI**, Al. I. Cuza University, Iasi, Romania
Tudor **TUHARI**, Cooperative-Commercial University of Moldova, Chisinau, Moldova
Eugeniu **TURLEA**, Academy of Economic Studies, Bucharest, Romania

Friday, 13th of May

9.30	Registration
10.00-10.30	Opening of the Conference and the Ceremony of awarding the title of Honorary Member of the Academic Community of the “George Bacovia” University to Mr. Luc Broes as recognition of his great contribution to the development of interuniversity teacher and student mobility within the European Union, Moldova Auditorium
10.30-11.30	Plenary Session - Moldova Auditorium Key note speakers - Pedro FUENTES-CID, Attorney - Politico Presido Cubano <i>Transition in Cuba and the International Community</i> - Larisa SAVGA, Rector - Cooperative-Commercial University of Moldova <i>The Development of Home Trade and Consumer Co-operation from the Republic of Moldova through Innovation and Social Responsibility</i> - Piet PIPJELINK - INHOLLAND University of Applied Sciences, Rotterdam <i>AISHE - Auditing Instrument for Sustainability in Higher Education</i>
11.30-12.00	Coffee-break
12.00-13.30	Parallel Sessions
13.30-15.30	Lunch - Vasile Alecsandri Canteen
16.00-17.15	Parallel Sessions
17.15-17.30	Coffee-break
17.30-19.00	Parallel Sessions
19.30	Gala Dinner – Class Restaurant

Parallel Sessions

FINANCE AND ACCOUNTING	
Moldova Auditorium	
12.00-13.30	Chairpersons: Associate Professor Radu FLOREA Lecturer Gabriela FOTACHE
<ol style="list-style-type: none"> 1. Accounting for intangible capital- normative representation of economic reality? Balan Ioana - Alexandru Ioan Cuza University of Iași 2. Analysis models of the bankruptcy risk Bordeianu Gabriela-Daniela - George Bacovia University Radu Florin - George Bacovia University Paraschivescu Marius Dumitru - George Bacovia University Pavaloaia Willi - George Bacovia University 3. Nominal Appreciation Path from E.U. to E.M.U. in the Frame of the European Assembly Expansion Bucur Iulia Andreea - Vasile Alecsandri University of Bacau Sambotin Stefan - Vasile Alecsandri University of Bacau 4. Reformation of indirect taxes towards sustaining industrial enterprises activity Caraganciu Galina - Cooperative-Commercial University of Moldova 5. The Financial Banking Situations, as Support of the Managerial Knowledge Cojocaru Constantin - George Bacovia University Starparu Lucian - George Bacovia University 6. Marketing of financial and accounting services as a component of corporate social responsibility Cristia Vasile - Alexandru Ioan Cuza University of Iași 7. Personal finances and hierarchy of human needs Domagoja Buljan-Barbača - University of Split, Croatia 	

<p>Borovac-Zekan Senka - University of Split, Croatia</p> <p>8. Pension scheme and how did Croats get poor Domagoja Buljan-Barbača - University of Split, Croatia</p> <p>9. Audit techniques and audit evidence Florea Radu - George Bacovia University Florea Ramona - George Bacovia University</p> <p>10. The balance sheet between IAS1 and the Romanian Accounting Regulations Huminiuc Cristian - George Bacovia University</p> <p>11. The Euro-system crisis and its influences upon the European Union member states Lupu Neculai - George Bacovia University</p> <p>12. Defining the Problematic of State Aid in the Republic of Moldova Maxim Ion - Cooperative-Commercial University of Moldova</p> <p>13. Romanian models for analysis the risk of bankruptcy in company's management Muntean Mircea - Vasile Alecsandri University of Bacau Solomon Daniela-Cristina - Vasile Alecsandri University of Bacau</p>
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MANAGEMENT

B1 Room

12.00-13.30

Chairpersons: Professor Tatiana PUIU

Assistant Lecturer Violeta URBAN

<ol style="list-style-type: none"> 1. "Space 3D" - a new method of representation of knowledge Balanel Dumitru - Cooperative Trade University of Moldova 2. Implementing the Direct-Costing method of calculation in spreadsheet software Bucșă Radu-Cristian - George Bacovia University Oceanu Lucian - George Bacovia University 3. Manager's responsibility in drafting and implementing strategical thinking, as its defining element in the development of cooperative entity Budevici – Puiu Liliana - Cooperative-Commercial University of Moldova 4. Educational Reform in Romania Caprioara Florin-Mihai - George Bacovia University 5. Achieving Democratic Accountability Through Performance Evaluation Ciocea Alexandra Ema - Alexandru Ioan Cuza University of Iași 6. Methodological aspects on management of operational activity within consumer co-operative enterprises from the Republic of Moldova Cușnir Corina - Trade Cooperative University from Moldova 7. Managing the education, information-communication and research services Drugus Liviu - George Bacovia University 8. The changing role of managing costs in decision-making process: Research on strategic cost management Fotache Gabriela - George Bacovia University Fotache Marian - George Bacovia University 9. Opportunities Regarding Correlation of the Capital Cost with Lost Benefits of the Cooperatist Enterprises in Republic of Moldova Fuior Elena - Cooperative-Commercial University of Moldova 10. The analysis of company's performances based on indicators of intermediary management balances Grosu Oana - George Bacovia University 11. "Homogeneity/heterogeneity in public administration system under the influence of endogenous/exogenous factors" Lupu Otilia-Alina - George Bacovia University 12. The management of human resources within projects: the structures of the project team, the Responsibility Assignment Matrix Melnic Andreia-Simona - George Bacovia University Puiu Tatiana - George Bacovia University 13. The Specific of Professional Education in Social Work Adjusted to Labor Marketplace Neamtu George - George Bacovia University 14. A contemporary and strategic approach on European Union border management Pantea Marius - Police Academy Al. I. Cuza Vasile Sergiu Adrian - Police Academy Al. I. Cuza Ardeleanu Mihut - Police Academy Al. I. Cuza 15. Municipal Emergency Hospital Moinesti - Management of continuous improvement 2001-2011 Paraschivescu Andrei Octavian - George Bacovia University Cotirlet Adrian - George Bacovia University 16. The Influence of Economic and Financial Crisis on Tourism Services in Romania Urban Violeta - George Bacovia University Inge VERHAEGEN - Plantijn University College Antwerpen, Belgium

LAW

225 Room

12.00-13.30	Chairpersons: Associate Professor Ioan CIOCHINA BARBU Lecturer Nelu NITA
<ol style="list-style-type: none"> 1. General considerations on the criminal pursuit body's referral Bogea Marius-Ciprian - George Bacovia University 2. Flexicurity And The Recent Amendments Of The Labour Code Ciochina-Barbu Ioan - George Bacovia University 3. The Moral Element Of The Crime Gheorghe Popa - George Bacovia University 4. Legal Issues Relating To Cessation, Detachment And Abolition Of Marriage Gheorghe Robu - George Bacovia University Neculai Robu 5. Prisons Systems Administration in Romania and Republic of Moldova - comparing aspects of administrative law Lupascu Adrian - George Bacovia University 6. Robert Alexy and the critics of the positivist philosophy of law Munteanu Stefan - George Bacovia University 7. Considerations Regarding The Endorsement Of The Promissory Note And Its Effects Novac-Diaconu Laurentiu - George Bacovia University Toma Toader - George Bacovia University 8. Analysis of the criminal offences in gambles field in Romania Pantea Marius - Police Academy Al. I. Cuza Vasile Sergiu Adrian - Police Academy Al. I. Cuza Nita Nelu – George Bacovia 9. The concept of personal data protection from the perspective of the Prüm treaty Pantea Marius - Police Academy Al. I. Cuza Vasile Sergiu Adrian - Police Academy Al. I. Cuza Nita Nelu - George Bacovia University 10. Some Considerations Regarding The Necessity Of The Adaptation Of The European Code Of Contracts Toma Toader - George Bacovia University Novac-Diaconu Laurentiu - George Bacovia University 	

Workshops

Senate Room

12.00-12.45	Managing intercultural conflicts in the international business environment according to a European Project Tudorel POPESCU, Chair of Online Development Committee - SPACE Network Elena DRAGAN - University of Pitesti, Romania Workshop moderators
12.45-13.30	SPACE - The European Network for Business Studies and Languages - an intercultural educational network by excellence Tudorel POPESCU, Chair of Online Development Committee - SPACE Network Cristina SERBANICA, Constantin Brâncoveanu University, Pitesti, Romania Workshop moderators

13.30-15.30

Lunch - Vasile Alecsandri Canteen

FINANCE AND ACCOUNTING

Moldova Auditorium

16.00-19.00

**Chairpersons: Associate Professor Radu FLOREA
Lecturer Gabriela FOTACHE**

1. Effects of foreign direct investments in central and Eastern Europe the case of the Republic of Moldova
Nacu Victoria - Cooperative-Commercial University of Moldova
2. EuroPlus Pact and the need to combat tax evasion in Romania
Nita Nelu - George Bacovia University
3. Benefits of options in foreign currencies in international economic relations
Oceanu Lucian - George Bacovia University
Bucșă Radu-Cristian - George Bacovia University
4. The social and personal factors which determine the corporate frauds
Pantea Marius - Police Academy Al. I. Cuza
Marcoci Mihai - Police Academy Al. I. Cuza
Manescu Ramona - Police Academy Al. I. Cuza
5. The new tool for risk assessment: Value at Risk (VAR)
Piciu Gabriela Cornelia - Financial and Monetary Research Center "Victor Slavescu"
Chitiga Georgiana - Financial and Monetary Research Center "Victor Slavescu"
Balasescu Florin Razvan - Financial and Monetary Research Center "Victor Slavescu"
6. Financing residential construction in Romania from specific sources of market economy
Radu Tasca - George Bacovia University
7. The National Bank of Romania Monetary Policy Characteristics in Addition to the Current Financial Crisis
Sambotin Stefan - Vasile Alecsandri University of Bacau
Bucur Iulia Andreea - Vasile Alecsandri University of Bacau
8. Some Aspects Concerning the Analysis of Stock Performance of Companies Listed on Stock Market
Solomon Daniela-Cristina - Vasile Alecsandri University of Bacau
Muntean Mircea - Vasile Alecsandri University of Bacau
9. Quantitative data analysis procedures at the credit institutions
Stârparu Lucian - The National Bank of Romania
10. "Common Consolidated Corporate Tax Base, a new measure to remove tax competition distortions in the EU"
Trandafir Adina - Spiru Haret University

CORPORATE SOCIAL RESPONSIBILITY

B1 Room

16.00-19.00

**Chairpersons: Professor Liviu DRUGUS
Associate Professor Andrei Octavian PARASCHIVESCU**

1. Legal and methodological backgrounds of the corporate social responsibility in the globalization period
Baciu Iacob - Dimitrie Cantemir Christian University
2. Increase of Social Responsibility of Food Manufacturers within the Formation of National Agricultural Market
Baciu-Cazacu A. - Cooperative-Commercial University of Moldova
Valovoi G. - Cooperative-Commercial University of Moldova
3. Management responsibility in corporate governance
Bleotu Vasile - Dimitrie Cantemir Christian University
4. The Economic Dimension of Social Responsibility in the Context of Sustainable Development
Borza Mioara - Alexandru Ioan Cuza University of Iași
5. CSR- from a business model to a country brand strategy
Cozmiuc Cornelia - Alexandru Ioan Cuza University of Iași
6. Entrepreneurship education - reflex of social responsibility
Dromereschi Maria-Irina - Technical College Anghel Saligny Bacau
7. Designing and Implementing a CSR Communication Strategy
Florea Ramona - George Bacovia University
Florea Radu - George Bacovia University
Spukiene Regina - Alytaus Kolegija, Lithuania
Luc BROES - Plantijn University College Antwerpen, Belgium
8. The Application of Corporate Social Responsibility Models in Romania in the Context of the Post-Accession to the European Union
Iamandi Irina-Eugenia - The Bucharest Academy of Economic Studies
9. Corporate governance and audit activity
Lepadatu Gheorghe - Dimitrie Cantemir Christian University

10. The Dimensions of Social Policy as an Element of Corporate Social Responsibility Management
Livițchi Oxana - Cooperative-Commercial University of Moldova
Trofimov Victoria - Cooperative-Commercial University of Moldova
11. The Basic Tendency in the Activity of Consumer Cooperatives in Some European Countries Towards Social Responsibility
Morararu Simion - Cooperative-Commercial University of Moldova
12. Legal and methodological backgrounds of the corporate social responsibility applied to the public institutions
Opre Anca - Dimitrie Cantemir Christian University
13. Higher Education -a Resource for Sustainability
Paraschivescu Viorica - George Bacovia University
Carmen-Elena Radu - George Bacovia University
14. AISHE - Auditing Instrument for Sustainability in Higher Education
Piet Pipjelinck - INHOLLAND University of Applied Sciences, Rotterdam, Netherlands
15. Relationship between corporate social responsibility and social sustainability
Pirnea Ionela Carmen - The Bucharest Academy of Economic Studies
Olaru Marieta - The Bucharest Academy of Economic Studies
Moisa Cristina - The Bucharest Academy of Economic Studies
16. Study on the impact on promoting social responsibility in business performance for SMEs
Pirnea Ionela Carmen - The Bucharest Academy of Economic Studies
Olaru Marieta - The Bucharest Academy of Economic Studies
Sava (Angheluta) Tita - The Bucharest Academy of Economic Studies
17. Study on promoting social responsibility by smes in order to ensure sustenaible performance
Sava (Angheluta) Tita - The Bucharest Academy of Economic Studies
Moisa Cristina - The Bucharest Academy of Economic Studies
Langa Claudia - The Bucharest Academy of Economic Studies
18. Development of corporate social responsibility in Lithuania: PRESENT situation and future perspectiveS
Spukiene Regina - Alytaus Kolegija, Lithuania
Urboniene Laima - Alytaus Kolegija, Lithuania
Florea Ramona - George Bacovia University
19. Study on Corporate Social Responsibility of Cooperative enterprises in the Republic of Moldova
Tcaciuc Claudia - Cooperative-Commercial University of Moldova
Hacina Ludmila - Cooperative-Commercial University of Moldova
20. Functional and disfunctional personality factors in organizations for social work
Trandafir Laurentiu - General Directorate of Social Work and Child Protection Tulcea

BUSINESS ADMINISTRATION

AS3 Room

16.00-19.00

**Chairpersons: Associate Professor Daniel GHERASIM
Lecturer Lucian OCNEANU**

1. Benefits of e-commerce and decision support systems integration
Bilba Radu - George Bacovia University
2. The economic crisis in the business environment of Iași: impact, consequences, solutions
Ciotina Daniela - Alexandru Ioan Cuza University of Iași
Fădur Cristian Ionela - Alexandru Ioan Cuza University of Iași
Marilena Mironiuc - Alexandru Ioan Cuza University of Iași
3. Prospects of Trade in the Vision of Increasing the Social-Economic Level
Feodosie Pitușcan- Cooperative-Commercial University of Moldova
Scutaru Alexandru - Cooperative-Commercial University of Moldova
4. BI trends
Fotache Marian - George Bacovia University
Fotache Gabriela - George Bacovia University
5. Creation of partnership relations
Gherasim Adrian - George Bacovia University
Gherasim Daniel - George Bacovia University
6. From the ratio demand ; supply to utility and price
Gherasim Daniel - George Bacovia University
Gherasim Adrian - George Bacovia University
7. Effective Motivation the Precondition of Realization of Organizational Objectives
Lapushin Raisa - Cooperative-Commercial University of Moldova

- Poltavets Alina** - Cooperative-Commercial University of Moldova
8. Redefining the Mission and the Image of the Co-Operative Model of the Company
Melinte Claudia - Cooperative-Commercial University of Moldova
9. Global crisis and industrial property rights
Pantea Marius - Police Academy Al. I. Cuza
Vasile Sergiu Adrian - Police Academy Al. I. Cuza
Marcoci Petrică-Mihail - Police Academy Al. I. Cuza
10. Metode de cuantificare a competitivității comerțului interior
Pănuță Angela - Cooperative-Commercial University of Moldova
11. The analysis of profitability in the iron and steel industry
Păvăloaia Willi - George Bacovia University
12. An empirical analysis of factor influencing profitability of merged firms
Sandu (Chiriac) Irina - Alexandru Ioan Cuza University of Iași
13. Priorities for the development of domestic trade in Moldova
Sitnicenco V. - Cooperative-Commercial University of Moldova
14. The Development of Home Trade and Consumer Co-operation from the Republic of Moldova through Innovation and Social Responsibility
Șavga Larisa - Cooperative-Commercial University of Moldova

COMMUNICATION AND MARKETING

B2 Room

16.00-19.00

**Chairpersons: Associate Professor Andreia MELNIC
Lecturer Adrian GHERASIM**

- The Weaknesses Of The Civil Society And The Democracy Deficit Within The Romanian Political Practice
Amititeloaie Alexandru - George Bacovia University
- An Interdisciplinary Approach in the Process of Marketing Strategic Planning
Anton Lucian - George Bacovia University
- Knowledge representation method 3D Space.
Balanel Dumitru - Cooperative Trade University of Moldova
- Social benefits of the Information Age and the Internet
Bilba Radu - George Bacovia University and **Lupu Otilia-Alina** - George Bacovia University
- Educational Marketing from the Perspective of Quality Concept
Bulat Galina - State Pedagogical University "Ion Creanga"
Șavga Larisa - State Pedagogical University "Ion Creanga"
- City branding - just a compilation of marketable assets?
Cozmiuc Cornelia - Alexandru Ioan Cuza University of Iași
- Marketing research, qualitative and quantitative
Cristia Vasile - Alexandru Ioan Cuza University of Iași
- An approach of the product under the perspective of the marketing mix
Gherasim Toader - George Bacovia University
- New Internet Marketing Tools for Communication Policy
Mastacan Angela-Mihaela - George Bacovia University
- Curricular innovations in the domain of Language didactics as an act of social responsibility
Mata Liliana - Vasile Alecsandri University of Bacau
Suciu Andreia-Irina - Vasile Alecsandri University of Bacau
- Health behind closed doors - dual prisons-community partnership
Nazare Cristian-Calin - Penitentiary Bacau
- Social marketing as a link of manifesting the corporate social responsibilities in the Republic of Moldova
Petrovici Sergiu - Cooperative-Commercial University of Moldova
Muștuc Svetlana - Cooperative-Commercial University of Moldova
- The Social Responsibility in Insurance of Consumer Protection in Terms of Quality Management in the Activity of Commercial Enterprise at the Supply Chain Level
Raischi Natalia - Cooperative-Commercial University of Moldova
Smolevscaia Mariana - Cooperative-Commercial University of Moldova
Fedorciucova Svetlana - Cooperative-Commercial University of Moldova
- Metaphors Business Linguistic Culture Lives By
Vasiloaia Mihaela - George Bacovia University
Michelle GAISOA - ISSA University of Navarre, San Sebastian, Spain
Nora VERGARA - ISSA University of Navarre, San Sebastian, Spain
- Relationships between hotel staff
Vlasceanu Maria-Natalia - Alexandru Ioan Cuza University of Iași

Saturday, 14th of May

10.00-12.00 General discussions and conclusions

Good bye Bacau