



ROMANIAN-GERMAN UNIVERSITY OF SIBIU

Accredited by Law no. 115/2005

12th International Scientific Conference

The Implications of the Global Economic Crisis on Humanity



16th – 17th November 2012, Sibiu

CONFERENCE PROGRAM

First day – Friday, November 16th

9³⁰ – 10⁰⁰ **Registration of participants** at the “**Antonie Iorgovan** ” Auditorium, No. 11, Aurel Vlaicu Sq.

10⁰⁰ - 11³⁰ **Opening remarks** – *Prof. Constantin Teleşpan, Ph.D.*
Chairman of the Scientific Council of U.R.G.S.

Welcoming speech – *Prof. Gheorghe Bichicean Ph.D.*,
Rector of U.R.G.S.

Keynote speakers:

- *Prof. h.c. Nicolae Iliaş, Ph.D.* - University of
Petroşani Romania;

- *Prof. Gheorghe Bichicean Ph.D.* - Romanian –
German University of Sibiu

11³⁰ - 11⁴⁵ **Coffee Break**

11⁴⁵ – 17⁰⁰ **Paper presentation on Parallel Sessions** at the **Faculty of Law and Administrative Sciences** and the **Faculty of Economics**, No. 28-32, Calea Dumbrăvii St.

After 19⁰⁰ **Conference Conclusions and Festive Dinner at Ileana Restaurant.**

Second day – Saturday, November 17th

10⁰⁰ - 13⁰⁰ **Visiting tour in the Old Center of Sibiu, Brukenthal Museum, Astra Museum**

SECTION 1

ECONOMICS

Mihail Manoilescu Room (2nd floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Prof. Constantin TELEȘPAN, Ph.D.
Assoc. Prof. George BĂLAN, Ph.D.

1. SUSTAINABLE DEVELOPMENT AND GLOBALISATION

BĂLAN George, ȚÎȚU Mihail-Aurel

2. UNOBSERVED ECONOMY AND ITS AREA OF EXPERTISE

COSMAN Daniel

3. ILLEGAL EMPLOYMENT – CAUSES, DISADVANTAGES, EFFECTS

COSMAN Daniel

4. PECULIARITIES OF THE ROMANIAN RAILWAY INFRASTRUCTURE

SIMA Elena

5. FUNDAMENTAL CAUSES OF THE ECONOMIC CRISIS TO MANKIND

STOICA Elena Roxana

6. FORECASTING CAPACITY OF ECONOMIC SCIENCE

TELEȘPAN Constantin

SECTION 2

MANAGEMENT AND MARKETING

Friedrich List Room (2nd floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Prof. Hortensia GORSKI, Ph.D.
Prof. Ioan-Constantin PETCA, Ph.D.

1. CORPORATE SOCIAL RESPONSIBILITY: A STRATEGIC OPPORTUNITY FOR COMPANIES

BELAȘCU Lucian, POPA Liliana

2. COORDINATES OF THE AMERICAN HIGHER EDUCATION IN THE FIELD OF MARKETING

CĂTOIU Iacob

3. A DIFFERENT APPROACH – UNCONVENTIONAL ADVERTISING – A CASE STUDY OF BENETTON GROUP

FUCIU Mircea, SCHINK Cristina-Teodora

4. CORPORATE SOCIAL RESPONSIBILITY: A MARKETING METHOD FOR IMPROVING THE COMPANIES' IMAGE

FUCIU Mircea, GORSKI Hortensia

5. KNOWLEDGE CAPITAL AND INTELLECTUAL CAPITAL – STRATEGIC RESOURCES OF THE ORGANISATION OF THE FUTURE

GRIGORESCU Ioan-Lucian, SANDU Toader

6. THE NEGOTIATION PROCESS IN AN INDUSTRIAL COMPANY

ILIAȘ Nicolae, CIOARĂ Inga, OPREA Sorin

7. THE IMPORTANCE OF PERSONAL BRANDING IN THE CONTEXT OF THE NEW RULES OF MARKETING COMMUNICATION

LUȚĂ Bianca-Ramona

8. MARKETING MANAGEMENT IN THE FRAME OF MULTICULTURALISM AND ONLINE ENVIRONMENT

MARCU Liana

9. PRESENT CHALLENGES IN THE TRAINING OF THE INTERNATIONAL BASKETBALL REFEREES

NIȚU Fabiana

10. ORGANISATIONAL CHANGE – FRIEND OR ENEMY

PETCA Ioan-Constantin

11. PRESS RELEASE – TOOL USED IN RELATIONSHIP WITH THE MEDIA

SANDU Toader, GRIGORESCU Ioan-Lucian, SANDU Laura-Elena

12. MOTIVATION OF HUMAN RESOURCES AND ORGANIZATIONAL PERFORMANCE

STĂNIȚ Alexandra

13. RISK MANAGEMENT METHODS ON DERIVATIVES MARKET

TODĂRIȚĂ Elida-Tomița, RANF Diana-Elena

14. RISK ASSESSMENT AND RISK MANAGEMENT IN AN INDUSTRIAL COMPANY

TOMA Lucian

SECTION 3

BANKING, ACCOUNTING AND FINANCIAL SYSTEMS

Virgil Madgearu Room (2nd floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Prof. Valentina FETINIUC, Ph.D.

Assoc. Prof. Alina Teodora CIUHUREANU, Ph.D.

Assist. Prof. Daniela POPA, Ph.D.

1. WHY THE MANAGERS NEED TO KNOW THE COST IN THE DECISION - MAKING PROCESS OF THE ORGANIZATION

CIUHUREANU Alina-Teodora, BALTEȘ Nicolae

2. MODERN APPROACHES OF FINANCIAL GLOBALIZATION

FETINIUC Valentina, LUCHIAN Ivan

3. PRIVATE BANKING IN THE THEORY AND PRACTICE

LUCHIAN Ivan

4. A SHORT OVERVIEW ON FINANCIAL RISKS IN LEASING COMPANIES. CASE STUDY SIBIU COUNTY

POPA Daniela, POPA Radu Alexandru

5. CONSEQUENCES OF FINANCIAL CRISIS ON FINANCIAL LEASING MARKET IN ROMANIA

POPA Daniela, POPA Radu Alexandru

**6. CASE STUDY REGARDING PROFITABILITY INTERMEDIATE
MANAGEMENT BALANCES INDICATORS, FOR SIBIU COMPANIES WHICH
ARE LISTED ON THE BUCHAREST STOCK EXCHANGE, DURING 2005-
2011**

VASIU Diana-Elena

SECTION 4

APPLIED SCIENCES AND ENGINEERING

Informatics Laboratory 1 (Ground floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Prof.h.c. Nicolae ILIAȘ, Ph.D.
Assoc. Prof. Alexandru HAMPU, Ph.D.

1. INCREASING THE ENERGY EFFICIENCY OF UTILITIES IN SMART HOMES

CODREANU Iulian

2. CONSIDERATIONS ON A NON-DESTRUCTIVE X-RAY PROCESSING METHOD

CRISTEA Sorin-Vasilică

3. THE PROBLEM OF MINIMUM-RISK WITH SIMPLE RECOURSE

HAMPU Alexandru

4. UNCONVENTIONAL ECOLOGICAL SOLUTIONS FOR THE VALORIFICATION OF THE GEORESOURCES FROM THE MINING AREAS OF VALEA JIULUI AND OLTENIA

ILIAȘ Nicolaie

5. DEVELOPING AN E-MARKETPLACE SYSTEM USING P2P

LUNCEAN Lucian

6. CONSIDERATIONS ON POWER QUALITY WITHIN THE DISTRIBUTION NETWORK

VOLOSCIUC Sorin, DRAGOSIN Monica

SECTION 5

LAW AND ADMINISTRATIVE SCIENCES

Paul Negulescu Room (1st floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Prof. Gheorghe BICHICEAN, Ph.D.

Assist. Prof. Elisabeta-Mariana BOȚIAN, Ph.D.

1. CIVIL LIABILITY OF THE EMPLOYER IN THE CASE OF LABOUR ACCIDENTS AND OCCUPATIONAL DISEASES – FEATURES AND PARTICULARITIES

ARON Ioan-Marius

2. BRIEF CONSIDERATIONS ON THE BASIS OF RIGHT MORAL AND RELIGIOUS

BĂDESCU Valentin-Stelian

3. ROLE OF THE ROMANIAN PUBLIC NOTARY IN THE SOCIETY

BĂRA Claudiu-Nicolae

4. ABOUT LAW, ECONOMICS AND THE UTILITARIANISM: JEREMY BENTHAM

BICHICEAN Gheorghe

5. AMENDMENTS TO THE PENAL CODE MADE BY LAW NO. 27/2012

BOȚIAN Elisabeta-Mariana

6. CONSIDERATIONS ON THE ROMANIAN BUDGETARY SYSTEM

ONEȚ Cristina

**7. THE IMPLEMENTATION OF THE EU DIRECTIVE ON SERVICES IN THE
INTERNAL MARKET IN ROMANIA**

VESMAȘ Daiana-Maura

SECTION 6

SOCIAL SCIENCES AND COMMUNICATION

Otto Meyer Room (1st floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Assoc. Prof. Catrina-Alexandra CIORNEI, Ph.D.

1. THE JUNIMEA SOCIETY AND THE MODERN CULTURE

CIORNEI Catrina-Alexandra

2. PROBLEMS OF WRITING LITERARY HISTORIES

MIRCEA Ioana Andreea, MARIN Corina Maria

3. THE PAPACY AND THE EASTERN CHRISTIANITY. FROM ALLIANCE TO THE FINAL SPLIT

SOFRONIE Vlad

SECTION 7
EDUCATION, TRAINING, OCCUPATION
AND SOCIAL INCLUSION

Friedrich List Room (2nd floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Prof. Hortensia GORSKI, Ph.D.
Prof. Ioan-Constantin PETCA, Ph.D.

1. *EMPLOYMENT, JOB QUALITY AND SOCIAL IMPLICATIONS OF THE GLOBAL CRISIS*

CROITOR Natalia