



ROMANIAN-GERMAN UNIVERSITY
OF SIBIU



INSTITUTUL
INTERNATIONAL
DE MANAGEMENT



IUT de Saint-Denis
Université Paris 13



ROMANIAN-GERMAN UNIVERSITY OF SIBIU

Accredited by Law no. 115/2005

**13th International Scientific Conference of the Romanian-German
University of Sibiu**

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**2nd International conference in partnership with
the International Management Institute (IMI-NOVA) of Moldova,
and the University Institute of Technology of Saint-Denis
– Université Paris 13, France**

CHALLENGES AND ANSWERS IN THE WAKE OF EUROPE 2020 STRATEGY *(DÉFIS ET RÉPONSES DANS LE CONTEXTE DE LA STRATÉGIE EUROPE 2020)*



22nd – 23rd November 2013, Sibiu

CONFERENCE PROGRAM

First day – Friday, November 22nd

9 ³⁰ – 10 ⁰⁰	Registration of participants at the “ Antonie Iorgovan ” Auditorium, No. 11, Aurel Vlaicu Sq.
10 ⁰⁰ – 11 ⁴⁵	Welcoming speech – <i>Prof. Gheorghe Bichicean Ph.D.</i> , – Romanian-German University of Sibiu Opening remarks – <i>Prof. Constantin Teleşpan, Ph.D.</i> Chairman of the Scientific Council of the Romanian-German University of Sibiu Keynote speakers: - <i>Prof. hab. Valentin Răilean, Ph.D.</i> – International Management Institute (IMI-NOVA) of Moldova; - <i>Assoc. Prof. Oleg Curbatov, Ph.D.</i> – University Institute of Technology Of Saint-Denis – Université Paris 13, France; - <i>Col. Prof. Alexandru RIZESCU, Ph.D.</i> – The School of Application for Fighting Support Units <i>Gen. Eremia Grigorescu</i>; - <i>Prof. Gheorghe Bichicean Ph.D.</i> – Romanian-German University of Sibiu.
11 ⁴⁵ – 12 ⁰⁰	Coffee Break
12 ⁰⁰ – 13 ⁰⁰	Awarding ceremony of the title of <i>Doctor Honoris Causa</i> to Prof. hab. Valentin Răilean, Ph.D. , the rector of the International Management Institute (IMI-NOVA) of Moldova
13 ⁰⁰ – 14 ⁰⁰	Lunch break
14 ⁰⁰ – 16 ⁰⁰	Paper presentation on Parallel Sessions at the Faculty of Law and Administrative Sciences and the Faculty of Economics, No. 28-32, Calea Dumbrăvii St.
16 ⁰⁰ – 17 ⁰⁰	Round Table – <i>Comparison of European Education Systems: France – R. Moldova – Romania</i> (Sibiu Smart 2013 Project)
18 ⁰⁰ – 20 ⁰⁰	The Gala of the Sibiu Education System and the Gala Concert at the Thalia Hall in Sibiu (Sibiu Smart 2013 Project)
After 20 ³⁰	Festive Dinner

Second day – Saturday, November 23rd

10 ⁰⁰ – 12 ⁰⁰	Paper presentation on Parallel Sessions at the Faculty of Law and Administrative Sciences and the Faculty of Economics, No. 28-32, Calea Dumbrăvii St.
12 ⁰⁰ – 12 ³⁰	Closing ceremony, section reporting and conference conclusions

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Prof. Gheorghe BICHICEAN, Ph.D. (Sibiu, Romania)

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Teach. Assist. Lucian LUNCEAN, Ph.D. Stud.

Ec. Gabriel GIUREA

Ref. mk. Bianca Ramona LUȚĂ

Ref. înv. Cristina Teodora SCHINK

Members – France:

Vanesha GUIRDARLAL, Ph.D. Stud.

KEYNOTE SPEAKERS

1. ADVERTISING OR PUBLICITY?

Prof. hab. Valentin RĂILEAN, Ph.D. – International Management Institute (IMI-NOVA) of Moldova

2. LES DEFISSCIENTIFIQUES ET LES LIENS QUANTIQUES ENTRE LA CONNAISSANCE, LA COMPETENCE-CLIENT ET LA CO-CREATION: VERS UNE INTERPRETATION QUANTIQUE DU MARKETING

Assoc. Prof. hab. Oleg CURBATOV, Ph.D. – University Institute of Technology Of Saint-Denis – Université Paris 13, France

3. ARTILLERY PERSONALITIES WHO ENOBLED THE ROMANIAN ARMY – THE HERO GENERAL EREMA GRIGORESCU, THE GUARDIAN AT THE GATES OF MOLDAVYA

Col. Prof. Alexandru RIZESCU, Ph.D. – The School of Application for Fighting Support Units Gen. Eremia Grigorescu

4. ASPECTS OF LEGAL TERMINOLOGY IN ROMANIAN DOCUMENTS FROM THE 17TH CENTURY.

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



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SECTION 1

ECONOMICS AND MANAGEMENT

In partnership with the Technical Permanent Secretariat for the Pact for Occupation
and Social Inclusion (STP Centru)

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

Session chair: Prof. Hortensia GORSKI, Ph.D.
Assoc. Prof. Oleg CURBATOV, Ph.D.
Assoc. Prof. Adrian ȘIMON, Ph.D.

Reporting: Prof. Valentina FETINIUC, Ph.D.

1. SUSTAINABLE DEVELOPMENT AND GLOBALISATION

BĂLAN George, ȚÎȚU Mihail-Aurel

2. SOME CONSIDERATIONS ON FINANCIAL CRISIS IMPACT IN EASTERN EUROPEAN COUNTRIES

BÂRSAN Ana-Maria, HOROBET Alexandra

3. CONSIDERATIONS ON THE COMPANY'S PRODUCTION ACTIVITY ANALYSIS

CIUHUREANU Alina-Teodora, BALTEȘ Nicolae

4. THE STRATEGY AND STRATEGIC MANAGEMENT OF THE COMPANY

DIACONESCU Sorin

5. INCEPTION OF PERFORMANCE AUDIT IN REPUBLIC OF MOLDOVA

DOLINEANSCHI VERONICA

6. CONSIDERATIONS IN MIGRATION AND REMITTANCES IN MOLDOVA

FETINIUC Valentina, FETINIUC Andrei

7. CONSUMER BEHAVIOUR IN THE WAKE OF NEW TRENDS AND NEW TECHNOLOGIES

FUCIU Mircea, GORSKI Hortensia

8. EU 2020 STRATEGY: SMART, SUSTAINABLE AND INCLUSIVE GROWTH (poster)

GORSKI Hortensia

9. ANALYSE THEORIQUE DU DEVELOPPEMENT DE LA PRECARITE ENERGETIQUE AU SEIN DE L'UNION EUROPEENNE (UE)

GUIRDARLAL Vanesha

10. THE SUB-PRIME FINANCIAL CRISIS: RISK AND CONTAGION

HOROBET Alexandra, BÂRSAN Ana-Maria

11. FINANCIAL TRAPS OF CREDIT CARDS

LUCHIAN Ivan

12. WHERE SOCIAL MEDIA AND REAL LIFE COLLIDE?

MARCU Liana

13. ORGANIZATIONAL CULTURE AND ITS MODELS

PETCA Ioan-Constantin, GORSKI Hortensia

14. SELECTED ASPECTS OF NEW REGULATIONS REGARDING INSOLVENCY IN ROMANIA

POPA Daniela, POPA Radu Alexandru

15. PERSPECTIVES, APPROACHES AND NEW VISIONS ON PROJECT MANAGEMENT

RANF Diana Elena

16. MODERN COMMERCIAL MANAGEMENT IN THE ENTERPRISE AND ITS ENVIRONMENT

SANDU Toader, SANDU Laura Elena

17. REFLECTIONS ON THE STATE OF ROMANIA IN THE YEAR 2013 IN OPTICAL COUNCIL TAX

SEREDIUC Titus

18. LOGISTICS AND THE VALUE CHAIN

SIMA Elena

19. MANAGEMENT OF AESTHETIC EDUCATION

STOICA Elena Roxana

20. CRISES MONÉTAIRES ET FINANCIÈRES

ȘIMON Adrian

20. THE ROLE OF CAPITAL MARKET IN ECONOMIC DEVELOPMENT

ȘIMON Adrian

21. ECONOMIC PHENOMENON AND THE NEED FOR SIMPLIFICATION

TELEȘPAN Constantin

23. THE IMPORTANCE OF EMOTIONAL INTELLIGENCE AT THE WORKING PLACE

TIMUȘ Angela, ȚEPORDEI Aurelia

24. APPLYING R. BLAKE'S AND J. MOUTON MANAGERIAL GRID ON A REAL ESTATE COMPANY

TODĂRIȚĂ Elida Tomița

25. FINANCIAL STATEMENT ANALYSIS: INDEBTEDNESS ANALYSIS

VASIU Diana Elena

SECTION 2

LAW AND ADMINISTRATIVE SCIENCES

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

Session chair: **Prof. Gheorghe BICHICEAN, Ph.D.**
 Assist. Prof. Nicolaie SCUTEA, Ph.D.
 Assist. Prof. Valentin BĂDESCU, Ph.D.
Reporting: **Assist. Prof. Elisabeta BOȚIAN, Ph.D.**

1. EUROPEAN SOCIAL CHARTER AND THE SAFETY AND HEALTH AT WORK

ARON Ioan-Marius

2. THE ROLE OF LAW IN EUROPEAN INTEGRATION

BĂDESCU Valentin-Stelian

3. NEW PROVISIONS OF LAW IN COMPLAINT MATTER

BOȚIAN Elisabeta

4. THE CONCEPT OF SUPREMACY OF THE CONSTITUTION, ITS JURIDICAL VALUE AND CONSEQUENCES, AND THE IMPORTANCE IT BEARS IN THE RULE OF LAW

FĂRCAȘ Augustin Vasile

5. LEGAL SYSTEM OF SOLE OWNER LIMITED LIABILITY COMPANY

LEUCIUC Eugenia-Gabriela, POPESCU-CRUCERU Anca

6. CRITICAL REFLECTIONS ON SOME CURRENT TRENDS IN CONTRAVENTIONAL MATTER

SCUTEA Nicolaie-Cristian

7. SOME THOUGHTS ABOUT THE CAUSES AND FORMS OF POVERTY IN ROMANIA

VLAD Monica, VISEA Livia

SECTION 3

SOCIAL AND HUMAN SCIENCES

In partnership with Școala de Aplicații pentru Unități Sprijin de Luptă "General Eremia Grigorescu" din Sibiu, in the context of celebrating 150 years since the birth of Gen. Eremia Grigorescu
Otto Meyer Room (1st floor, 28 – 32, Calea Dumbrăvii St.)

Session chair: Col. Prof. Alexandru RIZESCU, Ph.D.
Assoc. Prof. Catrina CIORNEI, PhD.
Reporting: Prof. Gheorghe BICHICEAN, Ph.D.

1. GENERAL EREMIA GRIGORESCU AND THE SPIRIT OF THE ASTRA ASSOCIATION

ACU Dumitru

2. "YOU CAN NOT PASS TROUGH HERE" EITHER. THE DEFENCE OPERATION OF THE 1st ROMANIAN ARMY AT MĂRĂȘEȘTI (JULY 24th – AUGUST 21st, 1917)

BABOȘ Alexandru

3. POLISH INFLUENCES IN THE TERMINOLOGY OF STATE ASSEMBLIES IN MOLDAVIA AND WALLACHIA IN MIDDLE AGE

BICHICEAN Gheorghe

4. ROMANIAN – GERMAN CULTURAL INTERFERENCES (THE XIXth- XXth CENTURY)

CIORNEI Catrina-Alexandra

5. AN OUTLINE OF THE IMPLEMENTATION OF THE PRINCIPLE OF THE SEPARATION OF THE STATE POWERS IN THE ROMANIAN CONSTITUION OF 1991

FĂRCAȘ Augustin Vasile

6. THE CONCEPTUAL EVOLUTION OF THE RULE OF LAW: A BRIEF THEORETICAL AND OUTLINE

FĂRCAȘ Augustin Vasile, FĂRCAȘ Lică

7. THE ROLE OF MOTIVATION IN LEARNING FOREIGN LANGUAGES

IVAN Maria-Marcela

8. BRG. GEN. (r) ION DĂNILĂ AWARDING THE PRICE WITH THE INSIGNIA OF MARSHAL OF THE ROMANIAN ARMY

MOGHIOR Neculai

9. THE ROLE OF THE ROMANIAN ARMY IN THE PROCESS OF DEVELOPING AND CONSOLIDATING A NATIONAL AND UNITED STATE

RIZESCU Alexandru

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.
Reporting: **Assoc. Prof. George BĂLAN, Ph.D**

1. EXPECTATION PROSPECTS OF THE SOCIAL ACTORS WITHIN THE INSTITUTIONAL AREA OF THE JIU VALLEY MINING

ANGHEL Mariana Eleonora

2. JOB EVALUATION AND DEFINITION OF FACTORS OF RISK WITH SYNERGISTIC EFFECT

CRĂCIUN Nicoleta

3. IDEAS AND SOLUTIONS FOR GROWING ENERGETIC PERFORMANCE OF BUILDINGS.

CODREANU Iulian

4. CONSIDERATIONS ABOUT SOME CLASSICAL METHODS OF SOLVING MULTICRITERIA PROGRAMMING PROBLEMS

HAMPU Alexandru

5. CURRENT ENERGY STRATEGY FOR ROMANIA AND FUTURE ASSUMPTIONS

ILIAȘ Nicolae, GRUNEANTU Iosif, MIJA Eduard Aurelian

6. THE IMPORTANCE OF MANAGEMENT INTERMEDIATE BALANCES USE IN ECONOMIC AND FINANCIAL PERFORMANCE ANALYSIS OF COMPANY

MIJA Eduard Aurelian

7. ENERGY SCENARIOS BASED ON THE COAL MINERS

MIJA Eduard Aurelian, ROSIORU (Cioara) Inga, BALEA Cristian

8. CONSIDERATIONS ON TECHNICAL-ECONOMIC EVALUATION OF MINING TECHNOLOGY SYSTEMS

ROSIORU (Cioara) Inga

9. CONSIDERATIONS BROUGHT THE NONCONVENTIONAL TECHNOLOGY FOR ROCK AND MATERIAL CUTTING

PRIP Ioan, RADU Sorin Mihai

10. CRITICAL COMPARATIVE ANALYSIS OF WORK ACCIDENTS CAUSATION MODELS

POPESCU-STELEA Mihai

11. POSSIBILITIES TO INCREASE THE SAFETY OF WORKING CONDITIONS IN INDUSTRIAL COMPANIES WITH HIGH LEVEL RISKS

TOMA Lucian

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