



ROMANIAN-GERMAN UNIVERSITY OF SIBIU

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**14TH International Scientific Conference of the Romanian-German
University of Sibiu**

&

**Wilhelm Löhe Hochschule für Angewandte Wissenschaften from Fürth,
Diakonie Neuendettelsau, Germany, International Management Institute
(IMI-NOVA), Moldova and Université Paris 13, France**

SOCIAL ENTREPRENEURSHIP IN THE CONTEXT OF THE POST-CRISIS PERIOD AND THE IMPLEMENTATION OF THE EUROPE 2020 STRATEGY

Sibiu, Romania

October 30th – 31st, 2014

CONFERENCE PROGRAM

Thursday, October 30th
16⁰⁰ – 17⁰⁰

Registration of participants at the URGs Amphitheatre, No. 23, Rîului St.

Friday, October 31st

9³⁰ – 10⁰⁰

Registration of participants at the URGs Amphitheatre, No. 23, Rîului St

10⁰⁰ – 11⁴⁵

Welcoming speech – *Prof. Dr.h.c. Gheorghe Bichicean Ph.D.*, – Romanian – German University of Sibiu;

Opening remarks – *Prof. Constantin Teleşpan, Ph.D.* Chairman of the Scientific Council of the Romanian – German University of Sibiu;

Keynote speakers:

- *Prof. Dr.h.c. Gheorghe Bichicean Ph.D.*, Romanian-German University of Sibiu;
- *Prof. Dr.h.c. Hermann Schoenauer* – Rektor Diakonie Neuendettelsau, Germany;
- *Assoc. Prof. Hab. Oleg Curbatorv, Ph.D.* , Universite Paris 13, France;
- *Prof. Dr. h.c. Nicolaie Iliaş, Ph.D.* – University of Petroşani, Romania.

11⁴⁵ – 12⁰⁰

Coffee Break / Preparation for the Formal Sitting of the U.R.G.S. Senate

12⁰⁰ – 13⁰⁰

Awarding ceremony of the title of *Honorary Senator of the Romanian – German University of Sibiu* to Prof. Dr.h.c. Hermann Schoenauer – Rektor Diakonie Neuendettelsau, Germany

13⁰⁰ - 13³⁰

Cocktail in honour of Prof. Dr.h.c. Hermnn Schoenauer

13³⁰ – 14⁴⁵

Awarding ceremony of the title of *Honorary Senator of the Romanian – German University of Sibiu* to Herr Joachim Herrmann, Staatsminister des Innern, für Bau und Verkehr, Bayern, Germany

14⁴⁵ - 15⁰⁰

Cocktail in honour of MdL Joachim Herrmann

15⁰⁰ – 15³⁰

Lunch / Flying Buffet (for conference participants)

15³⁰ - 18⁰⁰

Paper presentation on Parallel Sessions at the Faculty of Law and Administrative Sciences and the Faculty of Economics, No. 23, Rîului St

After 19⁰⁰

Festive Dinner at Atrium Restaurant (Ramada Hotel**)**

Scientific Committee

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Prof. Dr.h.c. Gheorghe BICHICEAN, PhD (Sibiu, Romania)

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Prof. Dr.h.c. Valentin RĂILEANU, PhD (Chişinău, R. Moldova)

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Prof. Constantin TELEŞPAN, PhD (Sibiu, Romania)

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Assist. Prof. Elisabeta BOŢIAN, PhD (Sibiu, Romania)

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Assoc. Prof. . Alina CIUHUREANU, PhD

Assoc. Prof. Alexandru HAMPUR, PhD

Assist. Prof. Liana MARCU, PhD

Teach. Assist. Mircea FUCIU, PhD Stud.

Teach. Assist. Lucian LUNCEAN, PhD Stud

Ec. Gabriel GIUREA

Ref. înv. Cristina Teodora SCHINK

KEYNOTE SPEAKERS

DE LA PATER FAMILIAS LA PATER EUROPÆ

Prof. Dr.h.c Gheorghe BICHICEAN Ph.D. – Romanian – German University of Sibiu;

ES GILT DAS GESPROCHENE WORT.

Prof. Dr.h.c. Hermann SCHOENAUER – Rektor Diakonie Neuendettelsau, Germany;

LA PRISE DE CONSCIENCE ET LES COMPETENCES DU CLIENT DANS LES . SITUATIONS DE PRECARISATION: VERS UN MODELE DU '4D KNOWLEDGE MARKETING' AU SERVICE DE LA STRATEGIE EUROPE 2020

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

REPERE ALE STRATEGIEI ENERGETICE A ROMANIEI IN ACTUALA CONJUNCTURA REGIONALA SI EUROPEANA.

Prof. Dr.h.c Nicolaie ILIAȘ Ph.D. – University of Petroșani, Romania;

SECTION 1

ECONOMICS AND MANAGEMENT

In partnership with the Technical Permanent Secretariat for the Pact for Occupation and Social Inclusion (STP Centru) – room E 9

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

Reporting: Assoc. Prof. Alina CIUHUREANU, Ph.D

1. RISK MANAGEMENT AND REDUCING VULNERABILITY IN THE CASE OF NATURAL DISASTERS

BALCU Laurențiu - Cosmin

2. CONSIDERATIONS ON THE ACTIVE AND ACCOUNTING DATABASE OF STOCKS IN THE CONTEXT OF ACCOUNTING REGULATIONS CORRESPONDING WITH EU DIRECTIVES

CIUHUREANU Alina-Teodora

3. POPULAR ENTREPRENEURIAL FORCES IN SUB-SAHARAN AFRICA: THE CASE OF THE MOTORCYCLE TAXI INDUSTRY IN TOGO

CHITOU Ibrahim

4. THE ROLE OF SOCIAL MEDIA NETWORKS IN THE IMPROVEMENT OF THE COMPANY'S IMAGE

DUMITRESCU Luigi

5. CREATING BUSINESS VALUE THROUGH SOCIAL MEDIA MARKETING SITES

FUCIU Mircea, GORSKI Hortensia

6. CORPORATE SOCIAL RESPONSIBILITY (CSR) IN THE CONTEXT OF IMPLEMENTING THE 2020 EU STRATEGY

GORSKI Hortensia, FUCIU Mircea

7. EDUCATION YESTERDAY, TODAY AND TOMORROW IN EUROPE

HARTMANN Mathias

8. INDIVIDUAL ENTREPREUNERSHIP, BEHAVIORAL MODIFICATION IN THE ECONOMIC CRISIS ENVIRONMENT (LBUS)

IORDĂNESCU Eugen

9. IMPACT OF SOFTWARE AGENTS IN E-COMMERCE

LUNCEAN Lucian

10. MANAGERIAL AND LEADERSHIP SKILLS IN AN SOCIAL ENTREPRENEURIAL SOCIETY

MARCU Liana

11. NOUVELLES RÈGLES ET PROCÉDURES DE PASSATION DES MARCHÉS PUBLICS EUROPÉENS

MARDALE Florin Emil

12. CONSUMER'S SATISFACTION MEASUREMENT IN PUBLIC HOSPITAL

MUNTEAN Andreea, PUȚAN Alina

13. COMMUNITY RELATIONSHIP MANAGEMENT, A SCRM INFORMATION SUBSYSTEM BASED ON ONLINE COMMUNITIES

NIȚU Claudiu Valentin, NIȚU Oana, TILEAGĂ Cosmin

14. ISSUES ON EFFECTIVE LABOUR MARKET INFORMATION SYSTEM: CASE OF THE REPUBLIC OF MOLDOVA

PANTEA Larisa

15. HUMAN ATTITUDES AND DISCRIMINATIONS IN THE LABOR MARKET

PETCA Ioan-Constantin

16. SOME ASPECTS OF FINANCIAL LEASING AND ITS IMPLICATION ON FINANCING ROMANIAN COMPANIES

POPA Daniela

17. WORLDWIDE ANALYSIS OF INSURANCE DENSITY AND PENETRATION IN THE FINANCIAL CRISIS CONTEXT

PREDA Ana, MONEA Mirela

18. TYPOLOGICAL ANALYSIS OF PROJECTS

RANF Diana-Elena

19. EUROPEAN NEIGHBOURHOOD POLICY – CONCEPT AND DIMENSIONS

RĂVĂȘILĂ Flavius Florin

20. FORMATION OF EFFICIENCY OF FUTURE MANAGERS AT ADAPTIVE MANAGEMENT - AN ESSENTIAL CONDITION OF IMPROVING OF THE QUALITY OF THEIR TRAINING

ROMANOVSKIY O.G., CHEBOTAREV N.K.

21. THE ROLE OF COMMERCIAL MANAGEMENT AND INFLUENCE FACTORS IN ECONOMIC PERFORMANCE OPTIMIZATION OF S.C. KONTEC MECHANICS M & L S.R.L

SANDU Toader, SANDU Laura Elena

22. A COMPARATIVE ANALYSIS OF APPROACHES TO THE CONCEPTS OF " CORPORATE CULTURE " AND "ORGANIZATIONAL CULTURE"

SHAPOLOVA Viktoriya

23. TRENDS IN THE USE OF PALLETS IN THE CONTEXT OF A SUSTAINABLE ECONOMY

SIMA Elena

24. TEAM, WORKING GROUP - THE BASIC STRUCTURE OF ORGANIZATIONS IN THE CONTEXT OF CHANGE

STOICA Elena Roxana

25. L`UNION EUROPÉENNE

ȘIMON Adrian

26. TIPOS DE OPERACIONES BURSÁTILES

ȘIMON Adrian

27. CUSTOMER RELATIONSHIP-THE MODERN BUSINESS PERFORMANCE

TELEȘPAN Constantin

28. LEADERSHIP ATTITUDE DETERMINATION ACCORDING TO DOUGLAS McGregor's THEORY X AND THEORY Y

TODĂRIȚĂ Elida-Tomița

29. FINANCIAL PERFORMANCE ANALYSIS FROM THE PERSPECTIVE OF INVESTORS, BASED ON THE FINANCIAL PERFORMANCE INDICATORS OF THE CAPITAL MARKET

VASIU Diana Elena, BĂLAN George

SECTION 2

LAW AND ADMINISTRATIVE SCIENCES

Room E7

Session chair: Prof. Gheorghe BICHICEAN, PhD
Assist.Prof. Elisabeta BOȚIAN, PhD

Reporting: Assist.Prof. Nicolaie SCUTEA, PhD

1. VOCAȚIA LA LIBERAREA CONDIȚIONATĂ ÎN ACCEPȚIUNEA NOULUI COD PENAL ȘI A LEGII NR.254 DIN 2013

ANTONESCU Florin Marian, MARTON Daniela Geta

2. CONSIDERATIONS ON CRIMINAL STIPULATIONS IN THE LABOUR CODE

ARON Ioan-Marius

3. ROLUL NOTARULUI PUBLIC

BĂRA Claudiu

4. SOLUTIONS OF PRELIMINARY ROOM

BOȚIAN Elisabeta

5. CONSIDERAȚII PRIVIND SISTEMUL PEDEPSELOR REGLEMENTAT DE LEGEA NR. 286/2009 PRIVIND CODUL PENAL

MAZILU Marius-Ioan

6. POLITICILE SOCIALE ÎNTRE STATUL SOCIAL NAȚIONAL ȘI INTEGRAREA EUROPEANĂ

SCUTEA Nicolaie

7. DER BEGRIFF DER ARMUT IN RUMAENIEN

VLAD Monica, VISEA Livia

SECTION 3

SOCIAL AND HUMAN SCIENCES

Room – E 10

Session chair: Assoc. Prof. Catrina CIORNEI, PhD.
Assit. Prof. Ioan Mirel HĂBEAN, PhD

Reporting: Prof. Gheorghe BICHICEAN, PhD

1. METHODS AND MEANS OF THE FORMATION OF READINESS TO THE PROFESSIONAL SELF-DETERMINATION OF ATHLETES AFTER FINISHING THE SPORTS CAREER

ARABADZHY T.D.

2. THE BIOGRAPHICAL CONNECTIONS OF IOAN SLAVICI WITH THE GERMAN ENVIRONMENT AND CULTURE IN ROMANIA AND ABROAD

CIORNEI Catrina - Alexandra

3. A SENSE AND THE FORMATION OF THE TECHNIQUE OF THINKING

DOLSKA Olga

4. METHODISCH-THEORETISCHE ÜBERLEGUNGEN ZUR REZEPTIONSFORSCHUNG

IVAN Maria-Marcela, HĂBEAN Ioan-Mirel

5. WAYS AND METHODS OF FORMATION OF READINESS FOR FUTURE PROFESSIONAL ACTIVITIES OF PSYCHOLOGISTS-COACHES

KNYSH A.

6. MODERN METHODS OF POWER TRAINING FOR STUDENTS REGISTERED IN NON-SPORTS PROFILE

MARTINESCU Fabiana

7. MAJOR TRENDS IN THE DEVELOPMENT OF MODERN HIGHER ENGINEERING EDUCATION IN UKRAINE

REZNIK S.

8. SOZIALE ARBEITGEBER UND DIE GLEICHBEHANDLUNG DER ARBEITNEHMER

SCHOEANUER Andreas

9. The IMPLEMENTATION of the EFFICIENT TRAINING METHODS of INNOVATIVE TECHNOLOGIES in FUTURE ECONOMISTS TEACHING

VASILEVA I.G

SECTION 4

APPLIED SCIENCES AND ENGINEERING

Room – E11

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

1. ON THE ENERGETIC CHARACTERISTICS OF THE SHOCK INSULATORS OF RAILWAY VEHICLES

COPACI Ion, AONOFRIESEI Ioan, TĂNĂSOIU Bogdan

2. ON THE STATIC AND DYNAMIC CHARACTERISTICS OF THE SHOCK INSULATORS EQUIPPING RAILWAY VEHICLES

COPACI Ion, TĂNĂSOIU Aurelia, AONOFRIESEI Ioan, TĂNĂSOIU Bogdan

3. STAND FOR THE ADJUSTABLE HYDROSTATIC DRIVE OF THE LIFTING MECHANISM RESEARCH

*GRIGOROV O.V., STRYZHAK V.V., ZIUBANOVA D.M., STRYZHAK M.G. TSEBRENKO M.V
STEPOCHKINA O.V.*

4. STUDY REGARDING CERTAIN PROPERTIES OF STOCHASTIC PROGRAMMING PROBLEMS

HAMPU Alexandru

5. MATHEMATICAL MODELS IN QUALITY ENGINEERING - APPLICATIONS TO PROJECT MANAGEMENT

IFRIM Ana-Maria

6. INVESTMENT POLICY IN VIEW TO INCREASE EFFECTIVENESS OF A MINING COMPANY

*ILIAȘ Nicolae, BUȘE Florian, ANDRAS Iosif, GRUNEANȚU Iosif, RADU Sorin Mihai,
BUSE Gheorghe Florin, CIOARĂ Inga*

7. COAL SEAM DRAINAGE USING VIRTUAL SIMULATION

ILIAȘ Nicolae, MORARU Roland Iosif, POPESCU-STELEA Mihai

8. NEED AND IMPORTANCE OF REDUCING THE GREENHOUSE GASES EMISSIONS. CO2 CAPTURE USING METHODS.

MARINESCU Dan Constantin, MIJA Eduard Aurelian, PREDA Lucian