



International Conference

MANAGEMENT, LEADERSHIP AND INNOVATION TOWARDS A BETTER CHANGING WORLD

MLIBCW 2013 AGENDA

KEY SPEAKERS

Levent ALTINAY, Oxford
Brookes University, UK

Sergiu SĂRĂȘAN, International
Air Transport Association

Marisa BLANCO, Rey Juan
Carlos University, Spain

Einar SVANSSON, Bifrost
University, Iceland

Hans ZWAGA, Kemi-Tornio
University, Finland

ROMANIAN-AMERICAN UNIVERSITY

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Sector 1, code 012101

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ROMANIAN-AMERICAN UNIVERSITY, Bucharest, Romania

8th – 9th of November 2013

MLIBCW 2013 Agenda

WEDNESDAY, 6TH OF NOVEMBER (PRELIMINARY EVENT)

9:30 – 17:00

WORKSHOP ON INNOVATION IN TOURISM (PART 1)

Timo Leppäkoski, TAMK - Tampere University of Applied Sciences, Finland
Petriina Vuorinen, TAMK - Tampere University of Applied Sciences, Finland
Mihai Sebea, Romanian-American University, Romania
Camelia Gheorghe, Romanian-American University, Romania
Andrei Silviu Petran, Exploratist, Romania

12:00 – 13:00

LUNCH

13:00 – 17:00

WORKSHOP

THURSDAY, 7TH OF NOVEMBER (PRELIMINARY EVENT)

9:00 – 12:00

WORKSHOP ON INNOVATION IN TOURISM (PART 2)

Timo Leppäkoski, TAMK - Tampere University of Applied Sciences, Finland
Petriina Vuorinen, TAMK - Tampere University of Applied Sciences, Finland
Mihai Sebea, Romanian-American University, Romania
Camelia Gheorghe, Romanian-American University, Romania
Andrei Silviu Petran, Exploratist, Romania

12:00 – 13:00

LUNCH

13:00 – 19:00

WORKSHOP



FRIDAY, 8TH OF NOVEMBER

10:00 – 11:00

REGISTRATION AND WELCOME COFFEE (Building C)

11:00 – 12:00

OPENING CEREMONY (Senate Hall)

Ovidiu Folcut, Rector of the Romanian-American University, Romania

Dumitru Miron, President of RAFPEC, Romania

Florin Bonciu, Vice-Rector of the Romanian-American University, Romania

Emilia Gabroveanu, Dean-School of Domestic & International Economy of Tourism, Romania

Mihai Sebea, Director International Office, Romanian-American University, Romania

Victoria Folea, Director Research Office, Romanian-American University, Romania

12:00 – 13:30

PLENARY SESSION – KEYNOTE SPEAKERS (Senate Hall)

Levent Altinay, Oxford Brookes University, UK

Changing Nature of Hospitality & Tourism Research: Implications for Innovation and Leadership

Sergiu Sarasan, Manager Aviation Solutions - Eastern Europe at IATA

Aviation Tomorrow: Trends and Challenges in a Changing World

Marisa Blanco, Rey Juan Carlos University, Spain

Destination Branding: The Case of Spain

Einar Svansson, Bifrost University, Iceland

Open Innovation in Tourism & Travel. Changing Tides or Old Wine on New Bottles?

Hans Zwaga, Kemi-Tornio University of Applied Sciences, Finland

Thought Markets for Better Futures

13:30 – 14:30

LUNCH (Building A)



PARALLEL SESSIONS (3rd Floor, Building B)

14:30 – 16:00 SECTION A: INTERNATIONAL TOURISM & SUSTAINABLE DEVELOPMENT

Co-chairs: Emilia **GABROVEANU**, PhD & Stanislav **IVANOV**, PhD

SEOUL Room (316)

1.	Affiliation to hotel chains: individual hotel's perspective <i>Maya IVANOVA, Stanislav IVANOV</i>
2.	The Cutting Edge between the Mass and Luxury Tourism <i>Mariya STANKOVA, Svetoslav KALEYCHEV</i>
3.	Opportunities for Improvement of the Pricing Policy of Travel Agencies in Cultural Tourism <i>Vyara KYUROVA</i>
4.	Tourism Industry and Economic Development in Bulgaria <i>Desislava STOILOVA</i>
5.	Synopsis of Izmir Regional Plan and Interpretations about Tourism in Izmir <i>Yakin EKIN, Onur AKBULUT</i>
6.	Health Tourism in Romania – Evolution and Future <i>Ioana Cristiana PATRICHI, Daniela FIROIU, Silvia Patricia DODU</i>
7.	M-Tourism Education for Future Quality Management <i>Ion IVAN, Alin ZAMFIROIU</i>
8.	Dark tourism – a Niche Segment for the Romanian Tourism <i>Ioana Cristiana PATRICHI</i>
9.	The Challenges of Tour Operators Facing the Promotion of Romanian Destinations <i>Catrinel Raluca DRIDEA, Gina Gilet SZTRUTEN, Cristiana Stefania MURGOCI</i>
10.	Romania's Advantages in the Competition o the European Tourism <i>Andreea BĂLTĂREȚU</i>



14:30 – 16:00 SECTION B: INNOVATION, RISKS & CRISIS MANAGEMENT

Chair: Valeriu POTECEA, PhD

LUSOFONA Room (317)

1.	A Romanian Perspective of International Business Negotiation <i>Valeriu POTECEA</i>
2.	HR Manager – the One who is Underlying the Innovative Process <i>Mariana USHEVA</i>
3.	Management Style In Tourism <i>Milena FILIPOVA</i>
4.	The Role of Leadership & Readiness for Change to Commitment to Change <i>Wustari MANGUNDJAYA, Imo GANDAKUSUMA</i>
5.	The Predictor of Affective Commitment to Change: Attitude vs Individual Readiness for Change <i>Wustari MANGUNDJAYA</i>
6.	Cash Flow Statement – Tool for Efficient Management of the Financial Situation of the Enterprise <i>Viktor HADZHIKOTEV</i>
7.	The Motivation Process of Human Resources within an Organization <i>Nicoleta ISAC, Eliza ANTONIU</i>
8.	Project Management Data in Innovation Oriented Software Development <i>Mihai Liviu DESPA</i>
9.	The Determination of the Coefficient of Proportionality Through the Forecasting Methods <i>Constantin CĂRUNTU, Mihaela Loredana LAPADUSI</i>

14:30 – 16:00 SECTION C: EUROPEAN UNION: CHALLENGES & OPPORTUNITIES

Chair: Mihai SEBEA, PhD

ERASMUS Room (319)

1.	Innovative Ways of Financing Social Entrepreneurship <i>Mihai SEBEA</i>
2.	Budget of the EU for 2014-2020. Results of the Negotiations in the Light of the Polish Agriculture Interests <i>Sebastian STEPIEŃ, Alexandra MIRONESCU</i>



3.	Case Study Use in University Classes <i>James K. McCOLLUM</i>
4.	The Role of International Organizations in the Global Economic Governance – An Assessment <i>Maria Gabriela STERIAN</i>
5.	International Exchange in Higher Education Institutions from Romania: Centralized Planning or Private Initiatives? <i>Flavius STREIANU</i>
6.	The Paradigm of Romanian and Spanish Tourism Structures with Accommodation Facilities <i>Mihaela CIOBANU</i>
7.	Insights into Being Social and/or Social Being in Graham Swift's World <i>Alexandra Roxana MĂRGINEAN</i>
8.	Communication and Personality. The importance of Building Me <i>Beatrice Adriana BALGIU, Victor ADÎR</i>

14:30 – 16:00 SECTION D: INFORMATION & COMMUNICATION TECHNOLOGY AND MARKETING STRATEGIES

Chair: Florin BONCIU, PhD

BAKU Room (315)

1.	Considerations regarding the Internet Purchases by Individuals in Romania and Europe <i>Marian ZAHARIA, Daniela ENĂCHESCU</i>
2.	A Methodical Study of the Role of Trust at Various Development Stages of Virtual Organizations <i>Muhammad YASIR, Abdul MAJID</i>
3.	Modeling and Optimizing the Business Processes using Microsoft Office Excel <i>Beatrice SION, Cezar MIHĂLCESCU</i>
4.	The Impact and Perspectives of the e-Tourism at a Global Level <i>Cezar MIHĂLCESCU, Beatrice SION</i>
5.	Financial Marketing Challenges For The Romanian Market <i>Oana PREDA</i>
6.	The importance of Digital Marketing. An exploratory Study to find the Perception and Effectiveness of Digital Marketing amongst the Marketing Professionals in Pakistan <i>Fawad KHAN, Kamran SIDDIQUI</i>
7.	“HTML5 – Augmented Reality, a new alliance against the old Web Empire?” <i>Alexandru TĂBUȘCĂ</i>

16:00 – 16:30

COFFEE BREAK



ROMANIAN-AMERICAN UNIVERSITY, Bucharest, Romania

8th – 9th of November 2013

16:30 – 18:30 SECTION A: INTERNATIONAL TOURISM & SUSTAINABLE DEVELOPMENT

Co-chairs: Emilia **GABROVEANU**, PhD & Stanislav **IVANOV**, PhD

SEOUL Room (316)

1.	The Role of Cross-Training in Reducing the Level of Labor Turnover Applied Study on Some Hotels in Tripoli – Libya <i>Atiya Thabet ABUHARRIS</i>
2.	Researching Romanian Tourists’ Opinion regarding ‘Prices in Tourism’ <i>Andreea Marin PANTELESCU, Laura Cristina MANIU, Cristina Iuliana PANĂ</i>
3.	The Possibilities of Tourism Sustainable Development in South West Region of Romania <i>Constanța ENEA, Diana-Mihaela POCIOVĂLIȘTEANU</i>
4.	The International Tourism Market between Continuity and Change - The Case of Romania <i>Constantin SECĂREANU, Catrinel Raluca DRIDEA</i>
5.	Travelogues as a Tool for Marketing Destinations <i>Roxana BÎRSANU</i>
6.	Ecological Tourism - a Form of Responsible Tourism <i>Ruxandra Daniela ANDREI, Vergina CHIRIȚESCU, Manuela Rodica GOGONEA</i>
7.	SWOT Analysis of the Romanian Rural Areas Process of Activities for Responsible Tourism <i>Vergina CHIRIȚESCU, Ruxandra Daniela ANDREI, Manuela Rodica GOGONEA</i>
8.	Managing Technological Change in International Tourism Business <i>Camelia M. GHEORGHE</i>
9.	The Role of Smart Tourists in Shaping the Future of Aviation Sector <i>Camelia M. GHEORGHE</i>
10.	Visitor Perceptions of the Role of Tour Guides in Natural Resource Management and Sustainable Tourism <i>Ozlem KOROGLU, Ozlem GUZEL</i>
11.	Role of Tourism in Increasing of Price of Land and Housing in Iran (Case Study: Shahmirzad City) <i>Hamidreza JOODAKI, Sara FARZANEH, Jaleh Afshar QHAZVIN</i>
12.	Sport Tourism: How Major Sport Events Can Influence a Destination's Tourism <i>Dorin ACHIM, Răzvan-Mihai GHITȚ</i>
13.	Interconnection of Cultural Tourism and Other Forms of Tourism and Diversification of Services – as a Constitutive Part of the Strategic Plans of Tourism Companies <i>Marian Florin BUSUIOC</i>



16:30 – 18:30 SECTION B: INNOVATION, RISKS & CRISIS MANAGEMENT

Chair: Valeriu **POTECEA**, PhD

LUSOFONA Room (317)

1.	Evolution of the Innovative Services and their Role in Economic Development of Romania <i>Cecilia Irina RABONȚU, Aniela BĂLĂCESCU</i>
2.	Managerial behavior and corporate governance – vectors of the organizational optimization process <i>Georgiana SURDU</i>
3.	Job Satisfaction in the Service Organizations in Serbia <i>Ana JOVIČIĆ, Dunja Vujičić RADOVAN, Oreščanin Danijela LALIĆ</i>
4.	The role of strategic flexibility in minimizing response uncertainty of perceived risks facing manufacturing SMEs in Pakistan <i>Abdul MAJID, Muhammad YASIR</i>
5.	Management of innovation in the modern Kazakhstan: development priorities of science, technology and innovation <i>Rauan DANABAYEVA</i>
6.	Developing an Organizational Culture by setting up a Quality Management System <i>Mihaela Raluca Aida POPA</i>
7.	The Influence of Organizational Culture on Employee Relationships <i>Daniel – Alexandru MOGOȘ</i>
8.	Considerations Regarding the Size of Innovative Organization in the Knowledge Economy <i>Manoela POPESCU, Luminița Cecilia CRENICIAN</i>

16:30 – 18:30 SECTION C: EUROPEAN UNION: CHALLENGES & OPPORTUNITIES

Chair: Mihai **SEBEA**, PhD

ERASMUS Room (319)

1.	The Role of Second Language in Negotiating Emotions and Identity <i>Marianna MACHATA</i>
2.	The Role of the Commercial Services in Romanian Integration into the European Economic Structure <i>Laura Cristina MANIU, Andreea Marin PANTELESCU</i>
3.	The Terminology of Cosmetics in the Romanian Language - The Assimilation of Anglicisms <i>Iulia DRĂGHICI</i>



4.	Interpersonal Communication Skills, at the Organizational Level, Relevant in the Context of Globalization <i>Manoela POPESCU</i>
5.	An Objective Overview – the Absorption Rates of Structural and Cohesion Funds in Romania 2007 – 2013 <i>Elena Mihaela PAVEL</i>
6.	European Union’s Priorities for the Next Multiannual Financial Framework 2014 – 2020 in Romania <i>Elena Mihaela PAVEL</i>
7.	Graham Swift’s Last Orders – of Various Journeys <i>Alexandra Roxana MĂRGINEAN</i>

19:00 GALA DINNER

SATURDAY, 9TH OF NOVEMBER

09:30 – 10:00 WELCOME COFFEE (Building C)

10:00 – 12:00 STUDENTS WORKSHOP on Technology and Innovation in Tourism Business
Co-chairs: Camelia **GHEORGHE**, PhD & Einar **SVANSSON**, PhD
Senate Hall

1.	The Future of Travel Agencies: A Test Against Airlines <i>Răzvan DENCESCU</i>
2.	The Impact of Mobile Applications in Travel & Tourism <i>Timea Ingrid USZKAY</i>
3.	Touristic Bucharest between Old & New: Rebuilding the History <i>Adriana GHEORGHE</i>
4.	Travel, Travellers & Telecommunications: the 3”T”s of the Global Tourism Challenges <i>Florentina GATU</i>
5.	The Technological Impact on the Environment in the context of Sustainable Development in Roşia Montană <i>Andrei TROAŞCĂ</i>
6.	The Impact of New Technologies in Commercial Aviation <i>Ioana Ruxandra VASILESCU</i>
7.	Reinventing Passenger Service in Airports: Transition from Full Service to no Service?



	<i>Cristina STOENESCU</i>
8.	The Industry of Smiles Communication among Departments <i>Andreea OANCEA</i>
9.	Smart Technology - A Solution for Romanian Tourism <i>Andrei Cristian STOICA</i>

12:30

BUCHAREST ON A SHOESTRING, thematic tour guided by the students of the Tourism Club
Travel Mates, Romanian-American University

