



ROMANIAN-GERMAN UNIVERSITY OF SIBIU

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**15th International Scientific Conference SELTH 2015
(Society, Economy, Law, Technology and Humanity) of the
Romanian – German University of Sibiu**

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

EUROPE 2020 STRATEGY - SOCIAL AND ECONOMIC IMPLICATIONS

Sibiu, Romania

November 20th – 21st, 2015

CONFERENCE PROGRAM

Friday, November 20th, 2015

9 ³⁰ – 10 ⁰⁰	Registration of participants at the URGS Amphitheatre, No. 23, Rîului St
10 ⁰⁰ – 11 ⁴⁵	Opening remarks – <i>T.A. Mircea Fuciu Ph.D.</i> – organising coordinator for the SELTH 2015 International Scientific Conference Welcoming speech – <i>Prof. Dr.h.c. Gheorghe Bichicean Ph.D.</i> , – Romanian – German University of Sibiu; Keynote speakers Prof.Dr.h.c. Gheorghe Bichicean Ph.D. – Romanian-German University of Sibiu; Prof. Luigi – Nicolae Dumitrescu Ph.D. - "Lucian Blaga" University of Sibiu Prof. Ivan Luchian Ph.D. – IMI-NOVA Institute Chişinău
11 ⁴⁵ – 12 ⁰⁰	Coffee Break / Preparation for the Formal Sitting of the U.R.G.S. Senate
12 ⁰⁰ – 13 ⁰⁰	Awarding ceremony of the title of <i>Doctor Honoris Causa of the Romanian – German University of Sibiu</i> to Prof. Luigi – Nicolae Dumitrescu Ph.D of the "Lucian Blaga" University of Sibiu
13 ⁰⁰ - 13 ³⁰	Cocktail in honor of Prof. Luigi – Nicolae Dumitrescu Ph.D.
13 ³⁰ – 14 ³⁰	Lunch / Flying Buffet
14 ³⁰ - 18 ⁰⁰	Paper presentation on Parallel Sessions at the Faculty of Law and Administrative Sciences and the Faculty of Economics, No. 23, Rîului St.
After 19 ⁰⁰	Festive Dinner

Saturday, November 21st, 2015

10 ⁰⁰ - 12 ⁰⁰	Presentation of the City of Sibiu – history and customs <i>T.A. Mircea Fuciu Ph.D.</i>
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Assoc. Prof. Alexandru HAMPUR, PhD

Teach. Assist. Mircea FUCIU, PhD

Teach. Assist. Lucian LUNCEAN, PhD Stud

Ec. Gabriel GIUREA

Ref. inv. Cristina Teodora SCHINK

KEYNOTE SPEAKERS

INEXACTITĂȚI CU PRIVIRE LA PROCESUL ȘI EXECUȚIA LUI HOREA (1785)

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

THE SOCIETAL VOCATION OF CONTEMPORARY MARKETING

Prof. Luigi-Nicolae DUMITRESCU Ph.D – „Lucian Blaga” University of Sibiu

MORAL HAZARD AS FINANCIAL CRISIS PREMISE

Prof. Valentina FETICNIUC Ph.D. – IMI – NOVA Chișinău

Prof. Ivan LUCHIAN Ph.D. – IMI – NOVA Chișinău

SECTION 1

ECONOMICS AND MANAGEMENT

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

(Room E9, 1st Floor, 23)

Session chair: Prof. Hortensia GORSKI, PhD
Prof. Luigi – Nicolae DUMITRESCU PhD

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

1. SUSTAINABLE DEVELOPMENT IN PROJECTS FINANCED BY THE EUROPEAN SOCIAL FUND - ADMINISTRATIVE CAPACITY DEVELOPMENT OPERATIONAL PROGRAMME

ANTONEAC Raluca

2. CURRICULUM IMPROVEMENTS IN ROMANIAN HIGHER EDUCATION - INTRODUCING PROJECT MANAGEMENT TOPICS FOR MASTER STUDENTS

BELASCU Lucian

3. STRATEGIES ET INNOVATION DANS LE COMMERCE DE DETAIL - DES CONSIDERATIONS A L'EGARD DE LA COMPETITIVITE DE CE SECTEUR EN ROUMANIE

BELASCU Lucian

4. INBOUND MARKETING - A NEW CONCEPT IN DIGITAL BUSINESS

BEZHOVSKI Zlatko

5. THE HEALTHCARE CONSUMER AND THE SELF PERCIEVED STATE OF HEALTH ACROSS THE EUROPEAN UNION

CAZACU Lavinia

6. PARTICULARITIES OF SERVICE QUALITY MANAGEMENT

CHEIKH Makram

7. STUDY ON THE PERCEPTION OF RECOVERY AND USE OF ACCOUNTING INFORMATION GENERATED BY THE ACCOUNTING INFORMATION SYSTEM

CIUHUREANU Alina-Teodora

8. ECONOMICAL EFFICIENCY ANALYSIS FOR A SOURCES DISTRIBUTED POWER SYSTEM

DUMITRESCU Mariana

9. SOME ASPECTS OF PERFORMANCE AUDIT IMPACT

DOLINEANSCHI Veronica, BONNELL R. James

10. STUDY REGARDING THE PROFILE OF THE ROMANIAN ONLINE SOCIAL NETWORKING USERS IN RELATION TO THEIR BUYING BEHAVIOUR

FUCIU Mircea

11. EUROPEAN 2020 DEVELOPMENT STRATEGY IN THE SKY: O3B SATELLITES PAVE ACCESS TO THE INFORMATION HIGHWAY FOR HIGHER EDUCATION DEVELOPMENT IN PNG

GILDER Eric

12. THE ROLE OF THE MONETARY POLICY IN THE CONTEXT OF THE MACROECONOMIC POLICIES MIX –A CASE STUDY FOR ROMANIA

IONITA Georgiana Alina

13. CREATIVE ACCOUNTING UNDER THE INFLUENCE OF MANAGERS, ETHICAL OR UNORTHODOX REASONS

IONITA (STANCIU) Elena, NICA (DAMOC) Cecilia

14. CONSUMER MOTIVATION AND PURCHASE INTENTION FOR LUXURY GOODS THEORETICAL APPROACHES AND PERSPECTIVES

JOANTA (RUSAN) Adrian Razvan

15. MODERN ORIENTATIONS OF MARKETING MANAGEMENT BASED ON THE KNOWLEDGE ECONOMY

MARCU Liana

16. DETERMINĂRI CONCEPTUALE COMUNE PRIVIND ACHIZIȚIILE PUBLICE ÎN CADRUL ACORDULUI PRIVIND ACHIZIȚIILE PUBLICE AL ORGANIZAȚIEI MONDIALE A COMERȚULUI, PRECUM ȘI ÎN LEGISLAȚIA EUROPEANĂ

MARDALE Florin-Emil

17. INTERNATIONALISATION OF FINANCIAL SITUATIONS

MARIN Andreea-Mihaela

18. THE IMPACT OF INNOVATION ON SECTORIAL ECONOMIC PERFORMANCE AT INTERNATIONAL LEVEL

NICA Ana-Maria

19. QUALITY PUBLIC ADMINISTRATION IN ROMANIA WITH IMPACT ON INCREASING EFFICIENCY IN THE USE OF PUBLIC FUNDS

PÂRVUȚ Rafaela

20. EU SOCIAL RIGHTS AND ENVIRONMENTAL REGULATION: THE IMPACT ON TRADE

PILASLUCK Choomta

21. OPTIMIZING TIME IN RAILWAY MANAGEMENT WITH BUSINESS INTELLIGENCE SOLUTION

POPA Aida-Maria

22. SELECTED ASPECTS OF FINANCIAL RISKS FOR LEASING COMPANIES

POPA Daniela

23. KNOWLEDGE-BASED MANAGEMENT – BASIC THEORETICAL NOTIONS WITH PRACTICAL APPLICABILITY IN ALL MANAGEMENT AREAS

RANF Diana-Elena

24. ON THE STABILITY OF EUROPE IN CONDITIONS OF GLOBALIZATION

RAVAȘILĂ Flavius Florin

25. MANAGEMENTUL RESURSELOR UMANE ÎN ÎNTREPRINDERILE COOPERATISTE DIN INDUSTRIA USOARA

RUS Ioan

26. TECHNICAL DIAGNOSIS OF A COMPANY OPERATING IN AUTOMOTIVE

SIMA Elena

27. INTERNAL AUDIT ROLE IN THE ETHICAL GOVERNANCE OF BANKING ORGANIZATIONS

SUTA Sebastian Cosmin

28. OPPORTUNITIES AND BARRIERS OF R & D SYSTEM IN ROMANIA IN RELATION TO ROMANIA TARGETS 2020

TĂLMACIU Ana Maria

29. MANAGEMENT DEVELOPMENTS AT SIBEX

TODĂRIȚĂ Elida

30. RESEARCH ON FINANCIAL PERFORMANCE, FROM THE PERSPECTIVE OF MODERN INDICATORS. THE CASE OF COMPA

VASIU Diana-Elena, GORSKI Hortensia

SECTION 2 & 3
LAW AND ADMINISTRATIVE SCIENCES
&
SOCIAL AND HUMAN SCIENCES
(Room E10, 1st Floor)

Session chair: **Assoc.Prof. Elisabeta BOȚIAN, PhD**
 Assoc.Prof. Catrina CIORNEI, PhD

Reporting: **Assist.Prof. Ioan-Marius ARON, PhD**

1. OCCUPATIONAL SAFETY AND HEALTH COMMITTEES. PRESENT AND FUTURE PERSPECTIVES

ARON Ioan-Marius

2. MOTIVE AND PURPOSE. HISTORICAL ASPECTS

BOȚIAN Elisabeta –Mariana

3. ALICE HERZ - SOMMER „EIN GARTEN EDEN INMITTEN DER HÖLLE“ ODER DIE KRAFT DER LIEBE UND DER MUSIK

CIORNEI Catrina-Alexandra

4. TAX LEGISLATION AND THE BANKRUPTCY IN ALBANIA

ENI Numani

5. IMPORTANȚA BIOMETRIEI ÎN IDENTIFICAREA JUDICIARĂ

GOȘA Dumitru

6. PRELIMINARY CONSIDERATIONS ABOUT THE GERMAN WRITERS' TRIAL IN BRAȘOV (1959)

IVAN Maria-Marcela, HĂBEAN Ioan- Mirel

7. PRINCIPIILE CONSTITUTIONALE SI IMPORTANTA LOR IN ARHITECTURA DE ANSAMBLU A CONSTITUTIEI

SCUTEA Nicolaie - Cristian

SECTION 4
APPLIED SCIENCES AND ENGINEERING
(Room E11, 1st Floor)

Session chair: Assoc. Prof. Alexandru HAMPU, Ph.D.
Reporting: Prof. Ivan LUCHIAN, Ph.D

1. TESTS ON TENSILE AND COMPRESSIVE STRENGTHS OF HIGH STRENGTH CONCRETE CONTAINING SILICA FUME

AZAD Mohammed, DUNYAZAD Assi, ALAN S. Abdulrahman

2. NEW BUILDING MATERIALS REALISED FROM POWER INDUSTRY WASTE

ANGHELESCU Lucica, RADU Sorin Mihai, PETRINI Mircea, PETRAR Valentin

3. STUDY REGARDING CERTAIN PROPERTIES OF VECTORIAL STOCHASTIC PROGRAMMING PROBLEMS

HAMPU Alexandru

4. TECHNOLOGICAL RISK DUE TO WATER FREEZING IN TECHNOLOGICAL PIPES WITH DIFFERENT GEOMETRICAL SIZES

ILIE Bogdan, BĂLAN George

5. PHYSICAL EXPLOSION MODELS ANALYSIS FOR HEAT EXCHANGER NETWORK DESIGN

HARKISHAN Lal, VIKRANT Sharma

6. REDUCTION NAVAL NAVIGATION RADAR MAXIMUM RANGE DUE THE ELECTROMAGNETIC INTERFERENCE

NAE Valentin, CIOCIOI Iancu

7. DETERMINING FUTURE PRECIPITATION PROBABILITY FOR KAHRAMANMARAS CITY USING MARKOV CHAIN APPROACH

REİS Mahmut, DUTAL Hurem, KAYRAK Zeynep

8. A RESEARCH ON WORK ACCIDENTS AT MANUFACTURING SECTOR WITH REGARD TO PHYSICAL ENVIRONMENT CONDITIONS

HASAN Serin, SAHIN Yunus, DURGUN Muhammet, SIMSEK Ali

9. SOLUTION OF NON-CONVEX AND DYNAMIC ECONOMIC LOAD DISPATCH PROBLEM OF SMALL SCALE POWER SYSTEMS USING DRAGONFLY ALGORITHM

GURSEVAK Singh, VIKRAM Kumar

**THE SELTH 2015 INTERNATIONAL SCIENTIFIC CONFERENCE
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