



Politehnica University of Bucharest  
Faculty of Entrepreneurship, Business Engineering and Management  
Management Chair



The 5<sup>th</sup>

International  
Conference of  
**Management and  
Industrial  
Engineering**

ICMIE 2011



# Change Management In A Dynamic Environment

## Conference Program



October 20<sup>th</sup> – 21<sup>st</sup>, 2011  
Bucharest, Romania



## PROGRAM

### Thursday, October 20<sup>th</sup>, 2011

- 09:00 – 10:00 - Participants registration - Main Entrance, **Building R (Rectorat)**
- 10:00 – 11:30 - Conference Opening, **Senate Room**
  - Address: Professor Anca Alexandra Purcărea, Ph.D.  
Professor Cristian Niculescu, Ph.D.
  - Conference: "The concept of forming the entrepreneurs modelled in the engineering structure and the holistic business management"  
Authors: Professor Ioan Dan Gheorghiu, Ph.D., Professor Anatol Carabulea, Ph.D.  
Professor Anca Alexandra Purcărea, Ph.D., Professor G. Oprea, Ph.D.  
Professor Laurențiu Popper, Ph.D.
- 11:30 – 12:00 - Coffee break – **Room BN 202**
- 12:00 – 14:30 - Papers presentations on sections
- 14:30 – 15:00 - Coffee break – **Room BN 202**
- 15:00 – 17:30 - Papers presentations on sections
- 19:30 - Banquet (Restaurant „City Grill”, Str. Lipscani, Nr. 12 – the map is on the website - „Venue” section)

### Friday, October 21<sup>st</sup>, 2011

- 09:30 – 11:30 - Papers presentations on sections
- 11:30 – 12:00 - Coffee break – **Room BN 202**
- 12:00 – 13:00 - Closing of the Conference – **Room BN 205**

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The Exhibition of Scientific books is organized in **Room BN 212a** and is open for visitors:

- Thursday between 11:30 - 17:30
- Friday between 9:30 - 12:00



## Section 1

### ENTREPRENEURSHIP AND INNOVATION

Thursday, October 20<sup>th</sup>, 2011

Room BN 205, 12:00 - 14:30

**Moderator:**

*Professor Cezar Scarlat, Ph. D.*

#### Participants:

- **Erika Sztojanov** - Seizing opportunities in times of change entrepreneurial prospects in Central and Eastern Europe
- **Simina Moldoveanu, Bogdan Grigoraș, Eduard Pandel** - Innovation communication survey regarding the concept and the empirical findings in Romania
- **Liviu Jalbă, Mircea Vuici** - Local innovative startups after acquisition by multinationals - Changes in behavior and management
- **Darina Saxunova, Helena Nizka** - Slovak businesses dealing with social services & inspiration for Slovakia from abroad
- **Cristian-Aurelian Popescu, Cristina Petronela Simion, Florin Dănălache, Cătălin George Alexe, Cătălina Monica Alexe** - Entrepreneurship education through e-learning in Romania
- **Evgeniya Tonkova** - Low-cost marketing differentiation in times of economic crisis



## Section 1

### ENTREPRENEURSHIP AND INNOVATION

Thursday, October 20<sup>th</sup>, 2011

Room BN 205, 15:00 - 17:30

**Moderator:**

*Lecturer Cătălina Alexe, Ph. D.*

#### Participants:

- **Bistra Vassileva** - Managing competence-based clusters: A case of Varna Expert Hub for Applied Competences (EHAC)
- **Simona Cătălina Albulescu** - Trends that are reshaping business in a new economic context
- **Mihai Gavrilă Vădan, Răzvan Cîrcă, Niculina Stelea, Anatol Carabulea, Cecilia Gostin** - Reengineering of small and medium enterprises to integrate into the digital economy
- **Cornel Ghiță** - Comparative study on the entrepreneurial initiatives: Examples of start-up incentives and programmes in Romania and other EU countries
- **Daniel Micu, Anca Alexandra Purcărea** - Entrepreneurs at crossroad – A study regarding the success criteria for Romanian entrepreneurs



## Section 2

### ORGANIZATIONAL MANAGEMENT

Thursday, October 20<sup>th</sup>, 2011

Room BN 211, 12:00 - 14:30

**Moderator:**

*Professor Cristian Niculescu, Ph. D.*

#### Participants:

- **Sabina Gherghel, Mariana Prichici** - Consideration regarding the up-to-date stage in modeling and optimization of economic – industrial processes
- **Anca Alexandra Purcărea, Bogdan Țigănoaia, Gabriel Petrea** - Considerations regarding the implementation and certification within an organization of an information security management system
- **Elena Fleacă, Gabriel Petrea** - Approaching marketing research based on the project management principles
- **Marina Stoian** - The methodological management system in the construction company
- **Claudiu Adrian Purdescu, Anca Alexandra Purcărea, Cristian Niculescu** - Logistics system functions costs analysis – A step forward to customer satisfaction
- **Daniel Nicolescu, Bianca Prisecaru** - EFQM 2010 model – Road for success



Section 2  
**ORGANIZATIONAL MANAGEMENT**

Thursday, October 20<sup>th</sup>, 2011

Room BN 211, 15:00 - 17:30

**Moderator:**

*Associate professor Gheorghe Militaru, Ph. D.*

**Participants:**

- **Ilie Popa** - Distributed intelligent agents in the holonic control of adaptive industrial manufacturing systems
- **Anca Alexandra Purcărea, Marin Rusanescu** - Analysis of differences in purchasing behavior of individuals and legal entities and the factors that influence the purchasing behavior of industrial organizations
- **Liliana Ifrim, Anca Alexandra Purcărea, Daniel Marian Micu** - A method to determine the technical level (TLE) of equipment in apparel industry
- **Emil Crișan, Ana-Maria Turdean** - Theories that lie behind corporate governance
- **Răzvan Constantinescu, Doina Constantinescu** - A management system for sustained success
- **Dan Dumitriu** - Customer Relationship Management - A framework for robust businesses



**Section 3**  
**PEOPLE AND ORGANIZATION**

Thursday, October 20<sup>th</sup>, 2011

Room BN 230, 12:00 - 14:30

**Moderator:**  
*Professor Florin Dănălache, Ph. D.*

**Participants:**

- **Petr Doucek** - Competitiveness and human capital - ICT and economy
- **Marina Stoian** - Analysis of the multicultural openings in the global business context
- **Florin Dănălache, Cristian-Aurelian Popescu** - Formation of entrepreneurial competencies through education in Politehnica University of Bucharest
- **Cătălin George Alexe, Cătălina Monica Alexe, Cristian Aurelian Popescu, Cristian Niculescu** - Improving internal communication at the company's level
- **Florin Alexandru Luca, Corina Ana Maria Ioan** - Management of change and economic impact in relation to the professional reconversion for the purposes of adjustment to the European labour market
- **Cristina Lascu** - Work-Life Balance in today's world



**Section 3**  
**PEOPLE AND ORGANIZATION**

Thursday, October 20<sup>th</sup>, 2011

Room BN 230, 15:00 - 17:30

**Moderator:**  
*Associate professor Doina Șerban, Ph. D.*

**Participants:**

- **Ana Anton Carp** - The reform's management in the social security system and intergenerational agreement
- **Ștefania Anca Stan** - Developing and sustaining effective teams – A solution for Romanian companies
- **Jilia Ouzunova** - The marketing diagnostic process as a key new element in marketing leadership
- **Răzvan Ciriță, Mihai Popper, Cecilia Gostin, Cosmin Curea, Gabriel Popper** - Conceptual and experimental approach to the vulnerability of human resources in the evolving structure of the national power system to 2030 period
- **Gabriel Popper, Mihai Popper, Răzvan Ciriță, Cecilia Gostin, Curea Costin** - Industrial marketing engineering from the perspective of computer certified strategic games
- **Niculina Stelea, Mihai Gabriel Vădan, Răzvan Ciriță, Cecilia Gostin, Cosmin Curea** - Management of the agile production of the computer assisted industrial systems





## Section 4

### RESOURCES AND ENVIRONMENT

Thursday, October 20<sup>th</sup>, 2011

Room BN 209, 12:00 - 14:30

**Moderator:**

*Professor Sorin Ionescu, Ph. D.*

#### Participants:

- **Simona Louise Voronca** - Risk management in electricity industry - Initiating change management and key success factors
- **Valentina Persideanu, Octavian Ion Negoită, Alexandra Cornelia Steriu** - Processes path in a Romanian electricity distribution company
- **Gheorghe Militaru** - The relationship between R&D expenditures and company performance: An exploratory study
- **Mihai Andrușcă, Maricel Adam, Adrian Baraboi, Daniel Irimia, Cătălin Pancu, Pleșca Traian** - Considerations regarding the asset management into electricity company
- **Adriana-GrațIELA Pribeanu** - The cogeneration in cement industry
- **Ioan Dan Gheorghiu, Constantin Bălașoiu, Laurențiu Popper, Cosmin CUREA, Cecilia GOSTIN** - Design management of energy systems in industrial reengineering approach by operational research
- **Bogdan-Mihai Costache, Cecilia GOSTIN, Răzvan CIRCĂ, Gabriel Popper, Laurențiu Popper** - Economic-financial engineering of corporations under development in a global digital economy



**Section 4**  
**RESOURCES AND ENVIRONMENT**

Thursday, October 20th, 2011

Room BN 209, 15:00 - 17:30

**Moderator:**  
*Lecturer Elena Fleacă, Ph. D.*

**Participants:**

- **Dragos Mihai Ipate** - Value conversion of intangibles - Value network analysis model
- **Cristina Lascu** - The Black-Scholes-Merton risk model and the financial markets
- **Cristina Petronela Simion, Adrian Gheorghe, Cristian-Aurelian Popescu** - Methods of threats assessment applied for managing NPP critical infrastructure
- **Corneliu Sofronie, Răzvan Ciriță, R. Zubcov, Cecilia Gostin, Mihai Popper** - Neurogenesis concept applicable to high performance management of integrated energy systems
- **Simona Louise Voronca** - The main design principles for effective risk governance and control - Guidelines for incremental and iterative implementation
- **Răzvan Ciriță, Gabriel Popper, Anca Alexandra Purcărea, Cecilia Costin, Cosmin Curea** - Business engineering and reengineering modelled in the neurogenetically assisted archemo - systemic concept



Section 2  
**ORGANIZATIONAL MANAGEMENT**

Friday, October 21<sup>st</sup>, 2011

Room BN 205, 9:30 - 11:30

**Moderator:**

*Lecturer Cristina Simion, Ph. D.candidate*

**Participants:**

- **Ioana Ceaușu** - Analyzing the organizational lifecycle some strategic issues
- **Kambiz Shahroudi, Nazanin Zaeimkohan** - How to use EFQM for explaining improvement projects and providing road map
- **Sorin Ionescu** - On the costs of quality assurance
- **Nicoleta Liliana Frățilă, Mihaela Alexandra Dumitrescu** - Using the Markov chains within the "data mining" process
- **Cătălina Monica Alexe, Cătălin George Alexe, Mihaela Alexandra Dumitrescu** - Improving the customer experience through CRM



**Section 3**  
**PEOPLE AND ORGANIZATION**

Friday, October 21<sup>st</sup>, 2011

Room BN 230, 9:30 - 11:30

**Moderator:**  
*Lecturer Dan Dumitriu, Ph. D.*

**Participants:**

- **Daniela Tonciu** - Decentralization of public management
- **Venkat Bakthavatchalam, Andrew Fox, Khaled Sherif** - Overcoming failures in placements of people from parent companies to a foreign subsidiary organization
- **Tudorel Popescu, Cezar Scarlat, Florin Dănălache** - The impact of cultural aspects and intercultural conflicts on international mergers and acquisitions
- **Cătălina Dărăban, Florin Dănălache** - Education and professional training through sectoral operational programme human resources development as support of knowledge based society development
- **Mohammad Kargar Shouraki, Ali Asghar Naserkheil** - Blast management
- **Sumathi G.N., Kamalanabhan, T.J., Thenmozhi, M.** - Work experiences, perceived organizational support and job performance among medical personnel