

The 8<sup>th</sup>  
International Conference of Management  
and Industrial Engineering

“Management in the Innovation Society”

**ICMIE 2017**



**PROGRAM OF THE CONFERENCE**  
October 12<sup>th</sup> – 13<sup>th</sup>

**Library Building, University POLITEHNICA of Bucharest**

**Thursday, October 12<sup>th</sup>, 2017**

9.00 – 10.00 - Welcome & registration – **Library Building, 2<sup>nd</sup> Floor**

**Library Building, Room 2.1**

10.00 – 10.30 - Welcome Speech

**Prof.Dr.Eng. Anca Alexandra PURCĂREA**, President of the Organizing Committee

**Prof.Dr.Eng. Tudor PRISECARU**, VICE RECTOR of the University POLITEHNICA of Bucharest

**Prof.Dr.Eng. Cristian NICULESCU**, Dean of Faculty of Entrepreneurship, Business Engineering and  
Management

10.30 – 11.30 – **The impact of digitization on industry: a research perspective** - Plenary presentation

**o.Univ. Prof. Prof. h.c. Dr. Ing. Dimitris KARAGIANNIS**, University of Vienna, Research Group

Knowledge Engineering & OMILAB, Austria

11.30 – 12.00 - Coffee break - **Library Hall 2<sup>nd</sup> floor**

12.00 – 13.30 - Papers presentations on sections

13.30 – 14.30 - Lunch - **Library Hall 2<sup>nd</sup> floor**

14.30 – 16.00 - Papers presentations on sections

16.00 – 16.30 - Coffee break - **Library Hall 2<sup>nd</sup> floor**

16.30 – 18.00 - Papers presentations on sections

19.00 - Dinner at CASA OAMENILOR DE STIINTA Restaurant

**Friday, October 13<sup>th</sup>, 2017**

09.30 – 11.00 - Papers presentations on sections

11.00 – 11.30 - Coffee break - **Library Hall 2<sup>nd</sup> floor**

11.30 – 12.30 - Closing ceremony

<b>Thursday, October 12<sup>th</sup> - Library Building 2<sup>nd</sup> floor</b>		
<b>Hours</b>	<b>Room</b>	<b>Activities</b>
<b>9.00 - 10.00</b>	<b>Library Hall</b>	Welcome & Participants registration
<b>10.00 - 10.30</b>	<b>2.1</b>	<p><b>Official Opening Ceremony</b> Welcome speech</p> <p><b>Prof. Dr. Eng. Anca Alexandra Purcărea</b>, President of the Organizing Committee</p> <p><b>Prof. Dr. Eng. Tudor PRISECARU</b>, VICE RECTOR of University POLITEHNICA of Bucharest</p> <p><b>Prof. Dr. Eng. Cristian NICULESCU</b>, Dean of Faculty of Entrepreneurship, Business Engineering and Management</p>
<b>10.30 - 11.30</b>	<b>2.1</b>	<p><b>Plenary presentation</b></p> <p><b>The impact of digitization on industry: a research perspective - o.Univ. Prof. Prof. h.c. Dr. Ing. Dimitris KARAGIANNIS</b>, University of Vienna, Research Group Knowledge Engineering &amp; OMiLAB, Austria</p>
<b>11.30 - 12.00</b>	<b>Library Hall</b>	Coffee break
<b>12.00 - 13.30</b>	<b>2.1</b>	<p><b>Section 1 – Entrepreneurship and innovation</b> <i>Moderator: Prof.Dr.Eng.Ec.Cezar Scarlat</i></p> <p><b>1. Preoccupation for evaluating, monitoring and protection of the innovation outcomes in the relevant industries in Romania - Cătălina Monica Alexe, Cătălin George Alexe, Florin Alexandru Alexe</b></p> <p><b>2. Rewarding innovation. Case study: product of the year award - Florin Alexandru Alexe</b></p> <p><b>3. How to implement a smart grid ? - Cristina Elena Lascu</b></p> <p><b>4. Dynamic capabilities as innovation sources for organizations in tourism - Katia Vladova</b></p> <p><b>5. A better logistics approach for improving product availability - Claudiu Adrian Purdescu, Florin Dănălache, Alexandra Ioanid</b></p> <p><b>6. OMiLAB - An open innovation community for modeling method engineering - Dominik Bork, Elena-Teodora Miron</b></p>
<b>12.00 - 13.30</b>	<b>2.2</b>	<p><b>Section 1 – Entrepreneurship and innovation</b> <i>Moderator: Lect.Dr.Eng. Olivia Negoită</i></p> <p><b>1. Cyber attacks incidents encountered within Romanian businesses - Alexandra Ioanid, Gheorghe Militaru, Olivia Doina Negoită, Dana Corina Deselnicu, Octavian Ion Negoită</b></p> <p><b>2. The need for balancing marketing innovations at company level - Evgeniya Tonkova</b></p> <p><b>3. Examination the role of industry sector for the success of start-ups - Valentin-Andrei Mănescu, Gheorghe Militaru</b></p> <p><b>4. Outsourcing of knowledge management - strategic decision in the knowledge based society - Elena Alina Pleșa, Sorin Cristian Ionescu, Ion Pârgaru</b></p>

		<p><b>5. Integrated model of innovation - a pragmatic and structured approach of innovation - Mihai Svasta</b></p>
	2.3	<p><b>Section 2 – Technology and Competitiveness</b> <i>Moderator: Lect.Dr.Eng. Bogdan Țigănoaia</i></p> <p><b>1. Considerations on technology transfer of public research results to the private sector - Diana Mura Badea, Mihaela Guda, Valentina Bajenaru, Dumitru Vlad, Florin Teodor Tanasescu</b></p> <p><b>2. The transition from a software solution to a customer’s experience - Larisa Gavrilă, Sorin Ionescu, Bogdan Tiganoaia, Bianca Maria Guliman</b></p> <p><b>3. Data and process mining techniques: survey literature - Maha Zayoud, Yehia Qotb, Sorin Ionescu</b></p> <p><b>4. An alternative mimetic modelling technique for a nonlinear dynamic system - Mihai Pascadi, Bogdan Țigănoaia</b></p> <p><b>5. Management of the CO2 capture process integration in the glass technology industry - Nela Slavu, Roxana Patrascu, Cristian Dinca</b></p>
13.30 - 14.30	Library Hall	Lunch
	2.1	<p><b>Section 2 – Technology and Competitiveness</b> <i>Moderator: Prof.Dr.Eng. Florin Dănălache</i></p> <p><b>1. Environomic consequences of CCS technology integration in the cement process chain - Nela Slavu, Cristian Dinca, Roxana Patrascu</b></p> <p><b>2. Thematic content analysis applied for user-friendly software applications - Andreea OGREZEANU, Anca Alexandra Purcărea, Andrei OGREZEANU</b></p> <p><b>3. Dynamic capabilities concept and improving competitiveness of organizations - Katia Vladova</b></p> <p><b>4. Blockchain and smart contracts in the music industry – streaming vs. downloading - Paul Niculescu-Mizil Gheorghe , Bogdan Țigănoaia, Andrei Niculescu</b></p> <p><b>5. Improving competitiveness through risk management in a Romanian company - Dana Corina Deselnicu, Olivia Doina Negoită</b></p>
14.30 - 16.00	2.2	<p><b>Section 2 – Technology and Competitiveness</b> <i>Moderator: Prof.Dr.Eng. Sorin Ionescu</i></p> <p><b>1. Cyber-security related costs in the internet of things era - Alexandra Ioanid, Gheorghe Militaru, Olivia Doina Negoită, Dan Dumitriu, Florin Popescu, Andrei Niculescu</b></p> <p><b>2. Competitiveness and globalization - Mihaela Caramihai (Guda), Narcisa Melania Tănase, Anca Alexandra Purcărea</b></p> <p><b>3. Material selection of metal matrix composites using multi - attribute decison model - Mariana Ciurdaș, Alina Daniela Necșulescu</b></p> <p><b>4. Identification of the critic success factors in digital industry - Valentin-Andrei Mănescu, Alexandra Ioanid</b></p> <p><b>5. Commercial viability and profitability of the hydrogen refueling station infrastructure, Romania's case study - Ioan Iordache, Adrian Gheorghe, Dorin Schitea, Mihaela Iordache, Ioan Stefanescu</b></p>

	2.3	<p><b>Section 3 – People and Organization Management</b> <i>Moderator: Lect.Dr.Eng. Claudiu Purdescu</i></p> <p><b>1. The analysis of Romania’s public pensions’ growth opportunities</b> - Ana Carp</p> <p><b>2. The econometric model used in the macroeconomic management</b> - Constantin Anghelache, Mădălina Gabriela Anghel</p> <p><b>3. The role of the organisational climate in building a reputation</b> - Mariana Balica, Sorin Ionescu</p> <p><b>4. Tackling the goals setting process through business process modelling to improve the outputs’ quality</b> - Bogdan Fleacă, Mihai Corocăescu</p> <p><b>5. Strategic management for small and medium enterprises</b> - Claudia-Georgiana Ene, Sorin Cristian Ionescu</p> <p><b>6. The impact of agile approach of organizations on management flexibility</b> - Constantin Bran, Bogdan Țigănoaia, Sorin Ionescu</p>
16.00 - 16.30	Library Hall	Coffee break
16.30 - 18.00	2.1	<p><b>Section 3 – People and Organization Management</b> <i>Moderator: Lect.Dr.Eng. Andrei Niculescu</i></p> <p><b>1. Exploring the dynamics of the legal advisory services: insights from Great Britain and Romania</b> - Alexandra Loredana Contan</p> <p><b>2. The critical motivating factors of employees in a legal services company: an empirical examination</b> - Alexandra Loredana Contan</p> <p><b>3. The difference between a leader and a boss in an organization’s management</b> - Alexandru Sebastian Lazarov</p> <p><b>4. A resource aware extended workflow model for inconsumable resources: application to healthcare</b> - Soraia Oueida, Sorin Ionescu</p> <p><b>5. Emergency department proposed model: estimating KPIs</b> - Soraia Oueida, Seifedine Kadry, Pierre Abichar</p> <p><b>6. The future in auditing: empirical evidences and theoretical proposals applied to the Italian public sector</b> - Massimo Pollifroni, Gheorghe Militaru, Carmen Nastase, Cristina Tanasescu, Adrian Ioana, Augustin Semenescu</p> <p><b>7. Current trends in knowledge management implementation</b> - Elena Alina Pleșa, Sorin Cristian Ionescu, Radu Dumitru Stanciu</p>
	2.2	<p><b>Section 3 – People and Organization Management</b> <i>Moderator: Lect.Dr.Eng. Dan Dumitriu</i></p> <p><b>1. From proverbs to business management to constructal law ... and back to them!</b> - Cezar Scarlat, Andrei Niculescu</p> <p><b>2. The axa power HR model</b> - Andronicus Torp, Corina Elena Cipu, Zoltan Istvan Marozy</p> <p><b>3. Emic – etic approach for the management of multicultural teams</b> - Carmen Laura Zarzu</p> <p><b>4. Portability of engineering and technical assistance projects</b> - Carmen Laura Zarzu, Cezar Scarlat</p> <p><b>5. Air pollution by eaf</b> - Mihnea Costoiu, Adrian Ioana, Augustin Semenescu, Dragoș Marcu</p> <p><b>6. The assessment of talent required by professors in higher education to succeed: a cultural perspective of Arab and Romanian students</b> - Reem Abi Abdallah</p> <p><b>7. Bank staff as a key factor in customer migration in retail banking</b> - Radina Momchilova</p>

	2.3	<p><b>Section 3 – People and Organization Management</b>  <b>Moderator: Assoc.Prof.Dr.Eng. Dana DESELNICU</b></p> <p><b>1. The role and importance of the development of the national system of institutes for research-development, as a vector for assuring the national competitiveness within the field of research-development-innovation</b> - Mihaela Caramihai (Guda), Narcisa Melania Tănase, Anca Alexandra Purcărea</p> <p><b>2. Systematic evaluation of compliance with legal requirements – a prerequisite for healthy workplaces</b> - Doru-Costin Darabont, Anca Elena Antonov, Costică Bejinariu, Constantin Baci</p> <p><b>3. Evaluation of production projects effectiveness using fuzzy logic</b> - Iuliana Grecu, Nadia Belu, Nicoleta Rachieru</p> <p><b>4. Quality management of the bulgarian companies</b> - Radka Ivanova</p> <p><b>5. Internal and/ or external fit: some theoretical considerations and empirical evidences</b> - Vesselina Maximova</p> <p><b>6. Stakeholders’ analysis and the success of a business project</b> - Vesselina Maximova</p> <p><b>7. Presenting key performance indicators (KPIs) using advanced excel dashboards</b> - Daniela Alina Necşulescu, Mariana Ciurdaş</p>
19.00	Restaurant	Conference gala dinner at Restaurant CASA OAMENILOR DE STIINTA, Piata Lahovari 9, Bucharest mobil: 004 - 0723.631.965

<b>Friday, October 13<sup>th</sup> - Library Building 2<sup>nd</sup> floor</b>		
<b>Hours</b>	<b>Room</b>	<b>Activities</b>
<b>09.30 – 11.00</b>	<b>2.1</b>	<p><b>Section 4 – Development Strategies and Environment</b>  <b>Moderator: Lect.Dr.Eng. Cătălin Alexe</b></p> <p><b>1. The relations between KPIs in logistics</b> - Bianca Maria Guliman, Sorin Ionescu</p> <p><b>2. Measuring efficiency in supply chain</b> - Bianca Maria Guliman, Larisa Gavrila, Sorin Ionescu</p> <p><b>3. The European energy efficiency directive and its implementation challenges</b> - Cristina-Elena Lascu</p> <p><b>4. Development and environment strategies</b> - Alexandru Sebastian Lazarov</p> <p><b>5. How to calculate and integrate a cumulative social impact index in engineering projects for more sustainable outcomes</b> - Andreea OGREZEANU, Anca Alexandra Purcărea</p> <p><b>6. Considerations regarding a sustainable economic development in the romanian black sea coastal area in the context of Maritime Spatial Planning (MSP)</b> - Dragoş-Florian Vintilă, Cosmin Filip, Mari-Isabella Stan, Diana-Doina Ţenea</p>
	<b>2.2</b>	<p><b>Section 4 – Development Strategies and Environment</b>  <b>Moderator: Lect.Dr.Eng. Cristina Simion</b></p> <p><b>1. Is the global syndicated loan market attractive?</b> - Dancho Petrov</p> <p><b>2. Methodology for a life cycle assessment (LCA) study for leather processing technologies</b> - Dana - Corina Deselnicu, Anca Alexandra Purcărea, Gheorghe Militaru, Viorica Deselnicu, Laurenţia Alexandrescu, Ding Zhiwen</p>

		<p><b>3. Environment protection must be a new religion</b> - Mihnea Costoiu, Adrian Ioana, Augustin Semenescu, Dragoş Marcu</p> <p><b>4. ISO 14001 as a prerequisite for responsible attitude toward the environment</b> - Radka Ivanova</p> <p><b>5. A political, economic, social, technology, legal and environmental (PESTLE) approach for maritime spatial planning (MSP) in the Romanian Black Sea</b> - Dragoş-Florian Vintilă, Cosmin Filip, Mari-Isabella Stan, Diana-Doina Ţenea</p> <p><b>6. Smart City Concept - Czech Republic Case</b> - Maryška Miloš, Doucek Petr, Lea Nedomová</p>
<b>11.00 - 11.30</b>	<b>Library Hall</b>	Coffee break
<b>11.30 - 12.30</b>	<b>Room 2.1</b>	Closing ceremony