

DETAILED PROGRAM

DAY 1, THURSDAY, November 14, 2019

9:00 – 10:00	REGISTRATION UNIVERSITY “POLITEHNICA” OF BUCHAREST – CENTRAL LIBRARY, 4 th floor, Splaiul Independenței, nr. 313
10:00 – 11:00	PLENARY SESSION Chair: Prof. Cezar SCARLAT KEYNOTES Massimo POLLIFRONI, University of Turin, Italy Daniel KEARVELL, CEO DHL Romania
11:00 – 11:30 Coffee break	
11:30 – 13:00	
Parallel Session 1: ENTREPRENEURSHIP AND INNOVATION , 3 rd floor, room 3.2 Chair: Assoc. Prof. Petronela Cristina SIMION Papers: <ol style="list-style-type: none">1. Constantin ANGHELACHE, Mădălina Gabriela ANGHEL, Gabriel Ștefan DUMBRAVĂ, The role of science, technology and innovation in the evolution of the member states of the European Union2. Narcisa Melania TĂNASE, Mihaela Caramihai (GUDA), Alexandru MARIN, Laura BOANȚĂ, Anca Alexandra PURCĂREA, Comparative analysis of the economic performance of development regions in Romania, based on the cumulation of criteria: innovation, intelligent specialization and clusters3. Ramona-Alexandra NEGHINĂ, Valentin-Andrei MĂNESCU, Mihaela-Rodica GANCIU Dragoș-Georgian ILIE, Gheorghe MILITARU, Success factors in using drones for deliveries4. Andreea BARBU, Gheorghe MILITARU, Ionut Catalin SAVU, Determining the acceptance level of smartwatches using the TAM model. Evidence from Romania5. Cătălin – George ALEXE, Cătălina – Monica ALEXE, Petronela – Cristina SIMION, Comparative study about the entrepreneurship environment in higher education	

Parallel Session 2: TECHNOLOGY AND COMPETITIVENESS, 4th floor, room 4.1

Chair: Lecturer Bogdan FLEACĂ

Papers:

1. Dancho PETROV, **Blockchain in banking: disruptive new technology or much ado about nothing**
2. Ioana Miruna TĂTARU, Bogdan FLEACĂ, Elena FLEACĂ, **Comparative analysis between business process modelling standards BPMN and EPC**
3. Mihaela-Rodica GANCIU, Gabriela – Doina STĂNCIULESCU, Claudia - Emilia PIPERA, Andreea BARBU, Ramona-Alexandra NEGHINĂ, Valentin-Andrei MĂNESCU, Gheorghe MILITARU, **Business process digitization: empirical findings of small and medium-sized enterprises from Romania**
4. Dan DUMITRIU, Mirona Ana Maria POPESCU, **Potential improvements over organization's management by implementing BPM and BPI principles**
5. Dan DUMITRIU, Mirona Ana Maria POPESCU, **Software technologies for the management of modern e-commerce business solutions**
6. Iustina-Cristina COSTEA-MARCU, Mihai COROCĂESCU, Massimo POLLIFRONI, Gheorghe MILITARU, **Empirical investigation on factors influencing the behavioral intention to use 3D printing in the medical field**

Parallel Session 3: PEOPLE AND ORGANISATION MANAGEMENT, 4th floor, room 4.2

Chair: Assoc. Prof. Olivia Doina NEGOIȚĂ

Papers:

1. Ioan Cristian MUSTATA, Ulrich HEYDER, Ioana MUSTATA, **Social competencies and their relevance for engineers**
2. Ioan Cristian MUSTATA, Ioana MUSTATA, Bernd Markus ZUNK, **Employability from the perspective of working students and graduates: the situation the University Politehnica of Bucharest**
3. Marian ȘIȘU, Cezar SCARLAT, Zoltan UZUNYI, Sorin Gabriel STROE, **Strategic changes at group level and their impact on management practices of group members along the phases of their growth stage**
4. Marian ȘIȘU, Cezar SCARLAT, Thomas POCK, Sorin Gabriel STROE, **Strategic changes in an international group and their influence on strategies of group firms during the growth stage of their lifecycle**
5. Elena NICULAE, Sorin Cristian IONESCU, Daniel DIMA, **The impact of the integrated management systems on the performance of organizations**
6. Elena NICULAE, Sorin Cristian IONESCU, Daniel DIMA, **The role of integrated management systems in strategic management**

Parallel Session 4:

DEVELOPMENT STRATEGIES AND ENVIRONMENT, 4th floor, room 4.3

Chair: Prof. Sorin Cristian IONESCU

Papers:

1. Georgiana MOICEANU, Gigel PARASCHIV, Andreea BARBU, **Costs of biomass pre-processing, mainly miscanthus - literature review**
2. Georgiana MOICEANU, Gigel PARASCHIV, Mihai CHITOIU, Olivia NEGOITA, **Estimated cost of miscanthus crop establishment**
3. Daniela Alina NECȘULESCU, Mariana CIURDAȘ, **The future of technology in post-digital era**
4. Ana CARP, **Evolution perspectives of the social security system in Romania**
5. Cristina Elena LASCU, **The importance of being earnest... In the digital era**
6. Bianca Maria GULIMAN, Larisa BASICA (GAVRILA), Sorin Cristian IONESCU, **Building performance in logistics chain**
7. Megan TROXEL, Adrian GHEORGHE, Ulpia BOTEZATU, **An agent-based modelling approach to optimal combat system test environment**

13:00 – 14:30 Lunch

14: 30 – 16:00

Parallel Session 1: ENTREPRENEURSHIP AND INNOVATION, 3rd floor, room 3.2

Chair: Assoc. Prof. Cătălin George ALEXE

Papers:

1. Florin-Alexandru ALEXE, **validating innovation, the path from innovation to purchase intention. Product of the year 2019**
2. Alexandru - Sebastian LAZAROV, **Innovative entrepreneurial strategies applied during crisis situations for a better company management**
3. Alexandra IOANID, Dana - Corina DESELNICU, **Online consumers behavior: evidence from Romania**
4. Gabriela Doina STĂNCIULESCU, Cezar SCARLAT, Mihaela Rodica GANCIU, **The development tendencies of the family-own technology-based businesses in Romania**

Parallel Session 2: TECHNOLOGY AND COMPETITIVENESS, 4th floor, room 4.1

Chair: Assoc. Prof. Elena FLEACĂ

Papers:

1. Adelina ION, Steluța GOSAV, Mirela PRAISLER, **Artificial neural networks designed to identify NBOME hallucinogens based on selected molecular descriptors**
2. Valentin-Andrei MĂNESCU, Ramona-Alexandra NEGHINĂ, Mihaela-Rodica GANCIU, Dragoș-Georgian ILIE, Gheorghe MILITARU, **Examining the role of digitalization for improving the value proposition of e-commerce stores**
3. Ramona - Alexandra NEGHINĂ, Valentin-Andrei MĂNESCU, Mihaela-Rodica GANCIU, Dragoș-Georgian ILIE, Gheorghe MILITARU, **Improving the online ordering process: a SME Romanian perspective**
4. Iuliana GRECU, Nadia BELU, Nicoleta RACHIERU, **Risk measurement and prioritization using fuzzy fmea approach - a study of process in automotive industry**
5. Maha ZAYOUD, Yehia KOTB, Sorin IONESCU, **Using the β algorithm in improving health awareness**
6. Mohammad ABIAD, Seifedine KADRY, Sorin IONESCU, **Statistical methodologies used in business engineering research**

Parallel Session 3: PEOPLE AND ORGANISATION MANAGEMENT, 4th floor, room 4.2

Chair: Lecturer Georgiana MOICEANU

Papers:

1. Ioana Miruna TĂTARU, Elena FLEACĂ, Bogdan FLEACĂ, **Insights on social responsibility approaches in a knowledge-based society**
2. Claudiu Adrian PURDESCU, Florentina PURDESCU, **A software solution for minimizing the out of stock risk in a retail store**
3. Andreea BARBU, Gheorghe MILITARU, **Increasing employee satisfaction by improving business processes within professional service firms. Evidence from Romania**
4. Olivia Doina NEGOITA, **Survey regarding ethical issues in social media**
5. Claudiu Adrian PURDESCU, Florentina PURDESCU, **The influence of a cultural institution website over it's visitors number**
6. Aleksandar ALEXAKHIN, Ivan ZAYTSEV, **Improving the management strategy of an industrial enterprise using methods to optimize its performance**

Parallel Session 4:

DEVELOPMENT STRATEGIES AND ENVIRONMENT, 4th floor, room 4.3

Chair: Assoc. Prof. Cătălina Monica ALEXE

Papers:

1. MOHAMMAD ABIAD, Seifedine KADRY, Sorin IONESCU, **Statistical analysis of customer relationship management in telecommunication sector**
2. Mihnea Andrei CALIN, Adina ENACHE, Diana FLOREA, Gheorghe MILITARU, **Empowering business through sentiment analysis, state-of-the-art models, trends, and applications**
3. Constantin ANGHELACHE, Mădălina Gabriela ANGHEL, **The European Union's strategy on environmental protection**
4. Loredana-Cristina DASCĂLU, Iuliana GRECU, Oana CHIVU, Claudiu BABIS, Andrei DIMITRESCU, **Research and analysis of the organizational stress in academic environment – cutting laboratory**
5. Loredana-Cristina DASCĂLU, Iuliana GRECU, Oana CHIVU, Claudiu BABIS, Andrei DIMITRESCU, **Contributions on measurements of galvanic skin response on psychologists and engineers**
6. Mariana CIURDAȘ, Daniela Alina NECȘULESCU, **New strategies of product manufacturing in digital transformation**

16:00 – 16:30 Coffee break

16:30 – 18:00

Parallel Session 1: ENTREPRENEURSHIP AND INNOVATION, 3rd floor, room 3.2

Chair: Assoc. Prof. Olga BUCOVETCHI

Papers:

1. Evgeniya TONKOVA, **Contemporary issues in usage-based marketing**
2. Mihaela-Rodica GANCIU, Iustina - Cristina COSTEA – MARCU, Ramona-Alexandra NEGHINĂ, Valentin-Andrei MĂNESCU, Georgiana MOICEANU, Petronela-Cristina SIMION, **Analysis on the adoption of George - smart banking application, by using the technology acceptance model: an empirical research in Romania**
3. Narcisa Melania TĂNASE, Mihaela CARAMIHAI (GUDA), Alexandru MARIN, Iuliana GRECU, Laura BOANȚĂ, Anca Alexandra PURCĂREA, **Empirical study on the characterization of innovation and technological transfer activity of national research-development institutes to increase competitiveness**
4. Gabriela Doina STĂNCIULESCU, Cezar SCARLAT, **An overview of the major factors blocking the development of family businesses in Romania**

Parallel Session 2: TECHNOLOGY AND COMPETITIVENESS, 4th floor, room 4.1

Chair: Assoc. Prof. Bogdan ȚIGĂNOAIA

Papers:

1. Alexandru EMCIUC, Sorin IONESCU, Bogdan ȚIGĂNOAIA, **E-CRM-gateway for quality of services vs. risks and security challenges**
2. Alexandru EMCIUC, Sorin IONESCU, Bogdan ȚIGĂNOAIA, **5G, the connected world of tomorrow vs risks and security challenges – an exploratory research**
3. Radu-Florian BELLOIU, Danut IORGA, Cezar SCARLAT, **Using NDVI to forecast crops yields in Romania**
4. Florin-Ionut MUNTEANU, Anca Alexandra PURCAREA, **The comparison from a theoretical point of view of using PETRI-NETS or BPMN in creating a model for logistical processes**
5. Florin-Ionut MUNTEANU, Anca Alexandra PURCAREA, **A theoretical comparison upon the use of PETRI-NETS or UML AD in the modelling of logistics processes**
6. Mirona Ana Maria POPESCU, Cristian POPESCU, Petronela Cristina SIMION, Doina Corina SERBAN, **Project management solutions on increasing e-marketing opportunities for companies**

Parallel Session 3: PEOPLE AND ORGANISATION MANAGEMENT, 4th floor, room 4.2

Chair: Lecturer Iuliana GRECU

Papers:

1. Cristina Elena LASCU, **Smart metering, a first step towards smart grids**
2. Simona Alexandra APOSTOL, **Internal and external processes improvement, a new dimension of balance scorecard and its impact on organizational performance**
3. Mihaela Carmen GRIGORE, Sorin IONESCU, **Key performance indicators for project monitoring and controlling with focus on resource allocation and quality assurance – research study**
4. Mihaela Carmen GRIGORE, Sorin IONESCU, **Planning and monitoring of critical activities for resource allocation and quality assurance in project monitoring – research study**
5. Doina Marina ȘTEFAN, Sorin IONESCU, **Public perception of transparency in organizations**
6. Doina Marina ȘTEFAN, Sorin IONESCU, **Risk perception within organizations**

Parallel Session 4:

DEVELOPMENT STRATEGIES AND ENVIRONMENT, 4th floor, room 4.3

Chair: Assoc. Prof. Dan DUMITRIU

Papers:

1. Florin-Alexandru ALEXE, Cristian Emilian GHIȚĂ, **The ancient roots of city branding: pericles and the brand of Athens**
2. Radu ISAIC, Cristian PAUN, **The role of banks and money in economic cycle**
3. Bianca Maria GULIMAN, Larisa BASICA (GAVRILA), Sorin Cristian IONESCU, **Creating and measuring logistic value for client**
4. Georgian DUMITRESCU, **Impact of cost centres in company's economic results**
5. Iustina-Cristina COSTEA-MARCU, Cristina Petronela SIMION, Gheorghe MILITARU, Andrei NICULESCU, **Survey regarding keywords trends in waste management**
6. Luke FOX, Adrian GHEORGHE, Olga BUCOVETCHI, **Analyzing complex interconnectedness of the agents in the airport's staffing and fuel operation system**

19:00 -21:30 Gala dinner

DAY 2, FRIDAY, November 15, 2019

9:00 – 10:00	REGISTRATION UNIVERSITY “POLITEHNICA” OF BUCHAREST – CENTRAL LIBRARY, 4 th floor, Splaiul Independentei, nr.313
10:00 – 12:00	
Parallel Session 2: TECHNOLOGY AND COMPETITIVENESS , 4 th floor, room 4.1 Chair: Lecturer Claudiu Adrian PURDESCU Papers: <ol style="list-style-type: none"><li data-bbox="256 793 1344 852">1. Alexandra IOANID, Dana - Corina DESELCU, Integrating mobile apps into marketing practice – privacy and security issues<li data-bbox="256 890 1344 949">2. Hany HANNA, Nermin GOHAR, Mai H. HAROUN, Solving supply chain information flows obstacles through blockchain adoption: conceptual framework<li data-bbox="256 987 1344 1045">3. Sandra HADDAD, Summer MOHAMED, Enhancing the downstream supply chain of Egyptian national companies<li data-bbox="256 1083 1344 1142">4. Islam HASSANIN, Lubna ELSHEIKH, Short sea shipping for an optimal transportation network between Egypt and Saudi Arabia<li data-bbox="256 1180 1344 1239">5. Roxana POSTELNICU, Alexandru DARIE, Bogdan ȚIGĂNOAIA, Cezar SCARLAT, Particularities of software project management<li data-bbox="256 1276 1344 1335">6. Maha ZAYOUD, Yehia KOTB, Sorin IONESCU, Increasing economic benefits of organizations using appropriate process mining techniques	
Parallel Session 3: PEOPLE AND ORGANISATION MANAGEMENT , 4 th floor, room 4.2 Chair: Assoc. Prof. Dana-Corina DESELCU Papers: <ol style="list-style-type: none"><li data-bbox="256 1591 1344 1650">1. Alexandru - Sebastian LAZAROV, The importance of human capital in an organization before, after and during the crisis situations<li data-bbox="256 1688 1344 1747">2. Jarutpong VASUTHANASUB, Adrian V. GHEORGHE, Olga BUCOVETCHI, Andreia Elena SIMIOANA, Decision support systems tools for solving complex decision problems<li data-bbox="256 1785 1344 1843">3. Nourhan A. SAAD, Sara ELGAZZAR, The impact of organizational culture on employees’ job satisfaction in education sector: an empirical study<li data-bbox="256 1881 1344 1940">4. Hebatallah ELMESMARY, May SALAH, A swot analysis for enterprise resource planning implementation in fast moving consumer goods sector in Egypt	

Parallel Session 4:

DEVELOPMENT STRATEGIES AND ENVIRONMENT, 4th floor, room 4.3

Chair: Lecturer Alexandra IOANID

Papers:

1. Dana - Corina DESELNICU, Viorica DESELNICU, Laurentia ALEXANDRESCU, Gabriel ZAINESCU, Pang XIAOYAN, **Life cycle assessment (LCA) modelling for the finishing phase of leather processing technology**
2. Lubna ELSHEIKH, Islam HASSANIN, **The impact of inventory management on firms' financial performance: Case study Egypt**
3. Trevena Ayman HALIM, Nourhan A. SAAD, **Analyzing the impact of supply chain performance on profit maximization in egypt: a comparative study between Trencos tires and Pirelli tires**
4. Pete KROELSH, Adrian GHEORGHE, **A study to characterize the number of self-defense missiles needed during U.S. Navy live fire exercises to mitigate a catastrophic X-event**
5. Aleksandar ALEXAKHIN, Ivan ZAYTSEV, **The real options approach to capital investment projects**
6. Ahmed ALI, Nishanth RANGA, Mahmoud BARAKAT, Ahmed EID, Ahmed BARAKAT, Tarek MADKOUR, **The impact of sustainability practices on supply chain management performance**

12:00 Closing Ceremony

DAY 3, SATURDAY, November 16, 2019

10:00 – 14:00	Visiting the Campus of University POLITEHNICA of Bucharest
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