

## *Welcome Message*

After fourteen successful editions of the International Symposium in Management (SIM), it is our great pleasure to welcome you to the fifteenth edition of the symposium! The 15<sup>th</sup> International Symposium in Management will take place in the dynamic city of Timișoara (Romania), one of the largest university centres of Romania, a venue chosen to enhance interaction between participants, as well as give the event an appropriate setting. SIM 2019 wishes to bring together academics, professionals, and students in order to discuss the challenges and innovations in management and entrepreneurship.

Our purpose is to address specific questions, such as the role of management in a rapidly-changing environment, the key management problems that must be addressed and solved using particular methods and techniques, while considering the threats and opportunities that appear in the dynamic times that we are living in.

We take this opportunity to thank all authors for their work and interest in our topics! It is also our pleasant duty is to gratefully thank the reviewers for their work, the sponsors for their support and last, but not least, all those involved in the preparation of the program and the event.

We wish all participants an enjoyable stay in Timișoara  
and a successful workshop!

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# *General Information*

## **Venue**

The conference will take place in the newly-built Conference Centre of the Politehnica University of Timisoara. The Centre is located on the Vasile Pârvan Boulevard, No 2B, right next to the Central Library of the Politehnica.

## **Registration desk**

The conference registration desk will be permanently open throughout the conference. Participants will be able to ask for information here.

Non-registered co-authors or accompanying persons will register here. The participation fee of one person is 80 euro and includes conference materials, lunch, coffee breaks, welcome dinner, and excursion to winery.

## **Language**

The official language of the conference is English.

## **Presentations**

Participants will have 10 minutes for their presentation and 5 minutes for questions and discussions (altogether 15 minutes).

Presentations can be made by using data projectors. All authors are kindly requested to take their presentation on a USB and upload it on the conference laptop before their session. Authors should not use their own laptop.

## **Internet**

There will be free of charge Internet facilities for the conference participants.

## **Social programs**

The Friday lunch and *Welcome Dinner* are organized at Restaurant “Vineri 15” (Vasile Pârvan Blvd, no. 9). The restaurant is located at a 5-minute walking distance from the conference venue.

Conference attendees are invited to participate in the Saturday wine-tasting program (included in the conference fee). The wine-tasting and lunch will take place at the Thesaurus Winery located outside of Timisoara, in the village of Silagiu. The buss for the winery will leave immediately after the end of the morning session and conference closing.

## **Travel to Timisoara**

You can get to Timisoara either by train, arriving at Timisoara North Railway Station, or by airplane to "Traian Vuia" Airport. A bus service is available from the airport to the center of town (Route Express No. 4), as well as from the train station to the center of town (Route Express No. 3). You can also take a taxi either from the railway station, or from the airport, to the center of Timisoara.

## **Insurance**

The Organizers of the Conference do not provide insurance and do not take responsibility for any loss, accident or illness that might occur during the Workshop or in the course of travel to or from the meeting site. It is, therefore, the responsibility of the participants to check their coverage with their insurance provider.

# *Friday, October 25*

## **8:30-9:30 Registration**

Politehnica University of Timisoara, Conference Centre

*The registration desk will be open all throughout the conference.*

## **9:30-9:45 Opening**

Opening address from the Organizing Committee and Conference Chairs

## **9:45-10:30 Keynote Presentation I**

*Chair: Larisa Ivascu*

Marco Ragazzi (University of Trento, Italy)

*Case Studies of Indoor Air Quality and Sustainability Management*

## **10:30-10:45 Coffee break**

Politehnica University of Timisoara, Conference Centre

## **10:45-11:30 Keynote Presentation II**

*Chair: Marian Mocan*

Christian Von Albrichsfeld (Continental Romania)

*Smart Mobility: Disruptive Changes and Exemplary Innovations in the Mobility Sector*

## **11:30-12:15 Keynote Presentation III**

*Chair: Larisa Ivascu*

Elena Rada (Insubria University, Italy)

*Effects of Circular Economy on the Municipal Solid Waste sector*

## **12:30-13:30 Lunch break**

Restaurant "Vineri 15" (Vasile Pârvan Blvd, no. 9)

## 13:30-15:15 SESSION 1

### **PS 1 - Industry 4.0**

Chairs: Marian Mocan; Doina Dănăiață

Room: K1

*Aspects of Cyber Security in Higher Education Institutions*

**Alin - Ciprian Cojocariu**, Ion Verzea, Rachid Chaib

*Alerts in emergency situations using mobile technology, scientometric visualization analysis*

**Raluca Repanovici**, Anisor Nedelcu

*How to approach ethics in intelligent decision support systems*

**Radu Stefan**

*Security and privacy implementation framework as a result of the digitalization process for organizations in different industries*

Cristian Vartolomei, **Silvia Avasilcăi**

*The impact of using digital technology in measuring the marketing performance*

**Sebastian Birzu**, Silvia Avasilcăi

*Correlation "Sustainability - Functions – Competitiveness" for Products in Society 5.0*

**Liana Rodica Pater**, Sanda Ligia Cristea

*Risk Management 4.0 - Differences between Traditional Risks and Those Developing in an Industry 4.0 Environment*

Maria Chatziandreou, **Süleyman Torasan**, Frank Andreas Schittenhelm, Adrian Pislă



## **PS 2 - Entrepreneurship**

Chairs: Dmitri Pletnev; Laura Brancu

Room: K2

*Trust at work and entrepreneurial intentions among employed persons in organizations in Serbia*

Predrag Mali, Bogdan Kuzmanović, Milan Nikolić, **Edit Terek**, Siniša Mitić

*How Failure Leads to Learning among Nascent Entrepreneurs? The Evidence of Entrepreneurial Failure and Its Relationship to Entrepreneurial Learning*

**Hafiz Rahman**

*Self-efficacy and entrepreneurial intention among business students in Romania*

**Bogdan Robert Ioane**, Nicolae Bibu, Laura Brancu

*Equal opportunities in entrepreneurship in Romania`s West Region*

Maticiu Mădălina Dumitrița, **Diana Claudia Sala**, Munteanu Valentin Partenie

*Ups And Downs of Fast-Growing Companies in Russia*

**Dmitri Pletnev**, Viktor Barkhatov

*Modernise teaching practices in Jordanian HEIs with innovative technologies: Virtual Collaborative Learning (VCL)*

**Aleš Trunk**, Valerij Dermol

## **PS 3 - Sustainable management (S1)**

Chairs: Marco Ragazzi; Nicolae Bibu

Room: Polivalenta

*Sustainable development in Russia – just a theory?*

Viktor Barkhatov, **Darya Benz**

*Another approach regarding the balance between natural and manufactured ecosystems*

**Paul Negirla**, Sorin Nanu, Ioan Silea, Octavian Stefan

*Carbon emissions, energy consumption and managing investment in renewable energy*

**Roxana Mihaela Sirbu**, Anca Draghici, Claudiu Tiberiu Albuлесcu

*Perception, Knowledge, Attitude and Behaviour toward Climate Change. A survey among citizens from Timisoara, Romania*

**Iudit Bere-Semeredi**, Adrian-Amedeo Bere-Semeredi

*Application of Circular Economy principles in luxury fashion industry*

**Manuela Mihailiasa**, Silvia Avasilcai

*Information technology for the development of sustainable tourism*

Cesar Gabriel Moreno, **Valerij Dermol**

### **15:15-15:30 Coffee break**

Politehnica University of Timisoara, Conference Centre

### **15:30-17:00 SESSION 2**

#### **PS 4 - Financial management and governance**

Chairs: Claudiu Albuлесcu; Violeta Sacui

Room: K1

*Review of research on financial performance and its determinants*

**Mihaela Brindusa Tudose**, Silvia Avasilcai

*Firms' Financial Constraints and Structure of Investment: An Application on scientific R&D Industry of Largest EU Countries*

**Claudiu Albuлесcu**, Serban Miclea, Matei Tamasila, Mihaela Vartolomei

*Projecting a Strategic Diagnosis System of Corruption Based on Networks Analysis*

Ioan Petrişor, **Dana Nedea**

*The influence of stakeholders on the management and work of a community center in Israel*

Nicolae Bibu, **Etti Isler**

*The Sources of Revenue Synergies in Mergers & Acquisitions Transactions*

Săcui Violeta, **Maticiuц Mădălina Dumitrița**

*Historical Valuation Bases and Drivers of Large Internet Enabled Companies*  
**Adelin Trusculescu**, Claudiu Tiberiu Albuлесcu, Daniel Paschek

## **PS 5 - Supply chain and operations management (S2)**

Chairs: Gabriela Proștean; Valentin Munteanu

Room: K2

*Event Log Extraction for the Purpose of Process Mining: A Systematic Literature Review*

**Dakic Dusanka**, Stefanovic Darko, Lolic Teodora, Narandzic Dajana, Simeunovic Nenad

*3D custom-made eyeglasses frames: an innovative approach to enhance customer satisfaction*

Sarzos G. Karina, Vallejo A. Carlos, Hidalgo O. Angel, Berrezueta E. Tania, Kadena Esmeralda, **Vargas C. Ramiro**

*Methodological views on AGILE testing*

**Paul Dragos**

*The impact of human resources management and technical investments on operations management performance at SC Arabesque SRL Company*

**Silvia Anghel Vlad**, Elena Cizmas

*Implementation of a new technology based on Monte-Carlo simulation in the field of sustainable dependability in operation*

Ionut Herghiligiu, **Adrian Vilcu**, Marius Pislaru

*A Study on a Smart Process Optimization Based on TOC*

**Gabriela Proștean**

## **PS 6 - Workplace Management/ErgoWork special session**

Chairs: Anca Drăghici; Diana Sala

Room: Polivalenta

*A proposed ergonomics maturity level framework and assessment tool for easy business application*

**Anca Mocan**, Anca Draghici

The modern workplace in service management: possibilities, realities, new ways of working

**Ieva Kalve**

*Human Resources Competencies Development for Competitive Advantage. A Case from Food Industry*

Diana Robescu, **Anca Draghici**

*Design Thinking Workshops: Uncovering Facilitator and Participant's Experiences*

**Bogdan Rusu**

*Generations at Work for a Better Future*

**Sebastian Capotescu**, Letiția-Alexandra Mălăieș and Horațiu-Florin Șoim

*The Impact of Knowledge Management on Intellectual Capital. A Research Approach Using Skandia Navigator*

**Corina Dufour**, Anca Draghici

*EU integration; European HE area and labour market*

**Nada Trunk Širca**, Aleš Trunk, Valerij Dermol

### **17:00-17:15 Coffee break**

Politehnica University of Timisoara, Conference Centre

### **17:15-18:45 SESSION 3**

#### **PS 7 - Education management (S3)**

Chairs: Silvia Avasilicai; Doina Dănăiață

Room: K1

*Managing the process of changing the evaluating system of nurses in Israel*

**Yael Tal Hof**

*Study of the impact of Erasmus+ mobility projects on participants - Data analysis at Lucian Blaga University of Sibiu*

**Rebecca-Clara Răulea**, Dănuț-Dumitru Dumitrașcu

*Evaluation of the cultural intelligence profile of Moroccan and Romanian students*

**Laura Brancu**, Zakia Benhida

*Industry 4.0 Approaches in University Curriculum*

**Ilie Mihai Taucean**, Strauti Gabriela, Dumitrache Victor Marian

*Talent management and organizational performance in schools. A case study*

**Alina Angela Manolescu**, Doina Dănăiață

*Embedding general competencies into the teaching of specific competencies: A case study of a higher education institution*

**Valerij Dermol**, Alenka Dermol, Aleš Trunk

*Factors of effective feedback in a higher education environment*

**Valerij Dermol**, Nada Trunk Širca, Alenka Dermol

## **PS 8 - Third sector organisations management (S3)**

Chairs: Elena Rada, Laura Brancu

Room: K2

*Analysis of the Competitiveness of Organizations in the North-Western Region of Romania through Social Responsibility*

**Gabriel Rus**, Corina Michaela Rădulescu

*Participation of women in the Third Sector and Civil Society organization, biased or neutral?*

**Monste Fernandez**

*Innovative Aspects in Managing Classic Professional Orchestras, as Multiple Stakeholders Organizations*

**Georgiana Alina Teohari**, Nicolae Aurelian Bibu, Laura Brancu

*Testing the Trust of Romanian Consumers in E-Commerce*

**Patricia Simona Lup**, Gabriela Prostean, Romeo Negrea

*Data – The Important Prerequisite for AI Decision Making For Business*

**Daniel Paschek**, Caius Tudor Luminosu, Mircea Liviu Negrut

*Integration of young migrants into a county - social inclusion as a two-way process*

**Nada Trunk Širca**, Aleš Trunk, Augusto Sebastio

*Inclusion of Roma children in educational centers and volunteer programs in North Macedonia*

**Nada Trunk Širca**, Merita Zulfiu Alili, Veli Kreci, Alexander Krauss

## **P 9 - Ergowork Special Session**

Chairs: Anca Drăghici; Sebastian Capotescu

Room: Polivalenta

### **19:00 Welcome Dinner**

Restaurant "Vineri 15" (Vasile Pârvan Blvd, no. 9)

# *Saturday, October 26*

## **10:00-11:45 SESSION 4**

### **PS 10 - Management of innovation**

Chairs: Ilie Tăucean; Luminita Hurbean

Room: K1

*How SMEs manage to gain new markets? Principles to enhance the innovation management system: the case of a Romanian manufacturer*

**Amalia Georgescu Hulubei**, Silvia Avasilcăi

*Toward creative dynamic capabilities creation framework: evidence from creative business ecosystems*

**Elena Avram**, Silvia Avasilcăi, Carmen Aida Hutu, Adriana Bujor

*Clustering by Nanotech: The Tunneling Approach*

**Mihai Viorel Putz**, Ioan Petrisor

*Using Design Thinking to create social innovation in digital services for international mobility*

**Anca-Maria Cazac**, Silviu Vert

*Innovating in business organizations with blockchain technology*

**Luminita Hurbean**

*Change management strategy and ITIL implementation process in an IT company. Study Case*

**Madalina Albulescu**, Nicolae Bibu

## **PS 9 - Quality Management and Logistics**

Chairs: Adrian Pugna; Valentin Munteanu

Room: K2

*Sustainable Logistics Concept – Strategic Development Plan of the Timisoara International Airport*

**Attila Turi**, Larisa Ivascu, Marian Mocan, Lucian-Ionel Cioca, Alin Artene

*Warehouse Redesign Challenges – Adapting Layout and Improving Process Flow*

Michael Petri, **Attila Turi**, Marian Mocan

*Applying Six Sigma Methodology in the Automotive Industry*

**Adrian Pugna**, Sabina Potra, Romeo Negrea, Șerban Miclea

*How to Improve Manufacturing Process Implementing 5S Practices: A Case Study*

**Beata Mrugalska**, Monika Smętkowska, Magdalena K. Wyrwicka

*Improving workflows through digital collaboration in software projects*

**Andra Diaconescu**, Olivia Giuca, Ioan-Radu Lala

*Modern Manufacturing Processes for SMEs: Lean, Flexible, Agile, Leagile, Green and Sustainable*

**Anca Ioana Munteanu**

## **PS 12 - The economics of small and medium-sized enterprises**

Chairs: George Carutasu; Diana Sala

Room: Polivalenta

*The Competitiveness of the Business Environment. Methodological Aspects.*

**Ioana Cristina Cirdu**

*Economic Efficiency estimation of Innovations in Combined Forestry and Wood Processing units in Bulgaria through certification in FSC Chain of Custody*

**Nikolay Neykov**, Emil Kitchoukov, Tsvetelina Simeonova-Zarkin, Aureliu-Florin Halalisan



*Analysis of cluster competitiveness in the Nord-West of Romania*

**Alina Natalia Pop**, Izabela Rus

*Review of management, organizational structures and future trends*

**Faraj Mansour**

*An approach to process standardization in the wood industry: A case study of an Ecuadorian SME*

Tania K. Berrezueta, Esmeralda Kadena , **Ramiro S. Vargas**, Angel G. Hidalgo

*The EU subsidy policy cannot prevent the market exit of especially small and medium-sized enterprises*

**Michael Glowinkel**, Marian Mocan, Manfred Külkens

**12:00 Departure for the Thesaurus Winery**