

ETIMM Conference – June 25th-26th, 2020, Bucharest, Romania



EVENT PROGRAM

BUCHAREST 2020

ETiM&M

EMERGING TRENDS IN
MARKETING AND MANAGEMENT



Organized under the patronage of the
Marketing School, The Bucharest University of Economic Studies
Bucharest
2020

**5th Emerging Trends in
Marketing and Management
International Conference**

Conference Program

**June 25th-26th, 2020
Bucharest, Romania**

Thursday, June 25th 2020

10:45 – 11:00 (Bucharest, GMT+03:00) Joining the virtual videoconference meeting

Link access to Zoom (*available for the whole 1st day of the conference*):

<https://us02web.zoom.us/j/83050960771?pwd=VTBGT2RZTFI0NmVndHYzaE9yMG1mQT09>

11:00 – 12:30 (Bucharest, GMT+03:00) Opening Ceremony

- **Welcome speech** from the Bucharest University of Economic Studies;
- Introduction into the **Conference Agenda**;
- **Keynote speaker** – *Mike Molesworth* – Associate Professor in Marketing at Henley Business School: *“Essential Markets: What the UK Corona Virus Lockdown tells us about the relationship between work and consumption”*.

13:00 – 15:30 (Bucharest, GMT+03:00) Session I (virtual videoconference meeting)

Link to evaluation form for articles presented in Session I:

<https://forms.gle/EQxeUB6tY6mu1rxm9>

16:00 – 18:30 (Bucharest, GMT+03:00) Session II (virtual videoconference meeting)

Link to evaluation form for articles presented in Session II:

<https://forms.gle/JMpskR9X2EKTU3kT7>

Friday, June 26th 2020

09:45 – 10:00 (Bucharest, GMT+03:00) Joining the virtual videoconference meeting

Link access to Zoom (*available for the whole 2nd day of the conference*):
<https://us02web.zoom.us/j/84175486612?pwd=TitOQ1NWSERjTStNYWJDUHhpTmdTZz09>

10:00-11:00 (Bucharest, GMT+03:00)

Keynote speaker – *Carmen Pavel* – Head of Marketing at Beiersdorf Belgium: “*Marketing after the BIG PAUSE*”.

11:00-12:00 (Bucharest, GMT+03:00)

Keynote speaker – *Tammo H.A. Bijmolt* – Professor of Marketing Research at the Department of Marketing: “*How to Do Well by Doing Good: A Meta-Analysis of Consumer Responses to Cause-Related Marketing*” – Joint work with Christina Schamp and Robin Katzenstein.

13:00 – 15:45 (Bucharest, GMT+03:00) Session III (virtual videoconference meeting)

Link to evaluation form for articles presented in Session III:
<https://forms.gle/73fqCNJuYbsKXZCt7>

15:45 – 16:00 (Bucharest, GMT+03:00) Closing session.

Virtual Session I – 13:00-15:30 (Bucharest, GMT+03:00)**Thursday, June 25th 2020**

Chairpersons		Alan Shaw Andreea Orîndaru
Paper ID	Author(s)	Paper Title
35	Alan Shaw	Netnography and a summative content analysis approach to market research.
38	Mihaela-Rodica GANCIU Andreea BARBU Ramona-Alexandra NEGHINĂ Valentin-Andrei MĂNESCU Gheorghe MILITARU	Factors Affecting CRM System Adoption: Evidence from Romanian SMEs
40	Abdollah Mohammadparast TABAS Hanna KOMULAINEN	The role of entrepreneurial ecosystems in the healthcare start-ups' internationalization
47	Andrey KOSTOV	Influence of Computer Games as an Advertising Medium on Brand Associations
50	Alexandra HUTANU Patricea-Elena BERTEA	Do you still love Facebook? Understanding users' perceptions through a novel qualitative method
55	Stefanie JENSEN Martin OHLWEIN	The impact of brand nostalgia on purchase intention among Generation Y
64	Mark MARITZ Ophelie STAUB Robyn VAN BERGEN	An Investigation into The Factors Influencing the Purchasing Behaviour Of Smartphones Among University Students in South Africa
67	Asta KYGUOLIENE Liudas SVIPAS	Discovering Personal Entrepreneurial Competencies: How Much Entrepreneurial Are Participants of Experiential Entrepreneurship Education?
74	Ionuț-Claudiu POPA Adrian Ionuț MOȘESCU Raluca-Giorgiana CHIVU Florina BOTEZATU	The impact of online platforms on reducing the shortage of staff in the air transport industry: an entrepreneurial approach
76	Andreea ORÎNDARU Mihaela CONSTANTINESCU Daniela IONIȚĂ Ștefan-Claudiu CĂESCU Florina BOTEZATU	Assessing Corporate Clients' Expectations on Relationship Building with a Digital Marketing Agency – a Qualitative Approach

Virtual Session II – 16:00-18:30 (Bucharest, GMT+03:00)**Thursday, June 25th 2020**

Chairpersons		Mihaela Constantinescu Alin Stancu
Paper ID	Author(s)	Paper Title
49	Amadea Ruxandra AGAPIE Gabriela SÎRBU	Young Consumers Demand Sustainable and Social Responsible Luxury
56	Andreea Elena STRĂTILĂ (IRIMIA) Mihai MEHEDINȚU	The impact of COVID-19 pandemic on Romanian modern grocery retailers
61	Maria-Floriana POPESCU	The link between innovation, digitalization and the energy sector – a bibliometric analysis
63	Mark MARITZ Jason-Leigh BYRNE Robertson SIMON	An investigation into the use of the marketing mix in the food and beverage industry in Grahamstown, South Africa: An exploratory study.
65	Gen LI Amir HOMAYOUNFARD Maged A A ALI	Exploring the influence of green transparency on the purchase intention of green products
66	Gen LI Amir HOMAYOUNFARD Maged A A ALI	Exploring the influence of green transparency improvement and environmental donation on the trust repair after greenwashing
69	Mădălina-Alexandra COȚIU Anca CONSTANTINESCU- DOBRA	Developing an Entrepreneurial Mindset among Engineering Students. A Comparative Analysis of Entrepreneurship Curriculum in Romanian Technical Universities
70	Madalina COTIU Adrian SABOU Anca CONSTANTINESCU- DOBRA	Supporting the Decision-Making Process of High-school Students in Choosing their University Track. A Raspberry Pi Case Study
71	Cranmer RUTIHINDA	The Role of Digital Entrepreneurial Platforms and Bricolage Entrepreneurial Processes in the Rural Transformation
80	Mihai STOICA Mihai MEHEDINȚU Magdalena STOIAN Alin STANCU Alina FILIP Mihai-Ioan ROȘCA	Analysis of the Romanian Organic Food Market

Virtual Session III – 13:00-15:45 (Bucharest, GMT+03:00)**Friday, June 26th 2020**

Chairpersons		Laura Daniela Roșca (Tănase) Mihai Cristian Orzan
Paper ID	Author(s)	Paper Title
44	Aura COLAN Tincuța VRABIE Geanina COLAN Cristache NICOLETA	Communication Strategy aimed at Strengthening the Presence of Training Providers on the Labor Market of the South-East Region
53	Delia DELIU	The Intertwining between Corporate Governance and Knowledge Management in the Time of Covid-19 – A Framework
57	Mihai-Ioan ROȘCA Angela MADAN	Advertising as a Motivation of Human Behavior in Modern Society – Theoretical Approach
59	Oana BOGDAN Valentin BURCĂ	Study on the Influence of CEO Duality on the Performance of Listed Entities
62	Bogdan GEORGESCU Vasile Ionel POPESCU	Contractor's Statement of Case to the Dispute Adjudication Board
72	Laura Raluca ȘTEFAN	Branding in Higher Education
73	David-Florin CIOCODEIĂ Raluca-Giorgiana CHIVU Ionuț-Claudiu POPA Adrian MOCIU	Studying the Evolution of Business in the Field of Nutrition Using Instruments Specific to Online Social Networks in the Context of the New COVID-19
75	Raluca-Giorgiana Chivu David-Florin CIOCODEIĂ Adrian MOCIU Florina BOTEZATU	The Influence of the Cultural Factor in Eating Habits: An International Marketing Case Study
77	Adrian Ionuț MOȘESCU Raluca-Giorgiana CHIVU Ștefan-Claudiu CĂESCU Ionuț-Claudiu POPA Florina BOTEZATU	Using Big Data in Marketing and Advertising: A Case Study
78	Maria Daniela FRĂȚILĂ Ștefan-Claudiu CĂESCU Florina BOTEZATU Ionuț-Claudiu POPA Paul COSMOVICI	The Implications of Ethics and Responsibility in Public Management
79	Florina BOTEZATU Paul COSMOVICI Ștefan-Claudiu CĂESCU Maria Daniela FRĂȚILĂ Alina ALECU	The Effects of Viral Marketing, Including Fake News, in Elections Campaigns

Closing session – 15:45 – 16:00 (Bucharest, GMT+03:00)

Friday, June 26th 2020



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